

STIC Database Tracking Number: 293-04

To: Mila Airapetian
Location: KNX 5C01
Art Unit: 3625
Date: 04/24/2009
Case Serial Number: 10/767123

From: Heidi Myers
Location: EIC3600, KNX 4A70
Phone: (571) 272-2446
heidi.myers@uspto.gov

Search Notes

10/767123
SYSTEMS AND METHODS FOR PROVIDING CONTEXTUAL ADVERTISING INFORMATION
VIA A COMMUNICATION NETWORK

Dear Examiner Airapetian:

Please find attached the results of your search for the above-referenced case. The search was conducted in Dialog.

Anytime your application appeared in the results I highlighted it in yellow. Other *potential* references of interest I highlighted in green. However, please be sure to scan through the entire report. There may be additional references that you might find useful.

If you have any questions about the search, or need a refocus, please do not hesitate to contact me.

Thank you for using the EIC, and we look forward to your next search!

**EIC-Searcher identified "potential references of interest" are selected based upon their apparent relevance to the terms/concepts provided in the examiner's search request.*

I. Potential References of Interest

A. Dialog

[Insert]

B. Additional Resources Searched

[Insert]

II. Inventor Search Results from Dialog

Patent Files

File 371:French Patents 1961-2002/BOPI 200209
(c) 2002 INPI. All rts. reserv.
File 344:Chinese Patents Abs Jan 1985-2006/Jan
(c) 2006 European Patent Office
File 347:JAPIO Dec 1976-2008/Oct(Updated 090220)
(c) 2009 JPO & JAPIO
File 350:Derwent WPIX 1963-2009/UD=200923
(c) 2009 Thomson Reuters
File 324:GERMAN PATENTS FULLTEXT 1967-200916
(c) 2009 UNIVENTIO/THOMSON
File 349:PCT FULLTEXT 1979-2009/UB=20090416|UT=20090409
(c) 2009 WIPO/Thomson
File 348:EUROPEAN PATENTS 1978-200916
(c) 2009 European Patent Office

Set	Items	Description
S1	5	AU=(MARGILOFF W? OR MARGILOFF, W? OR MARGILOFF (2N)(W OR - WILLIAM))
S2	4	AU=(DALLARA K? OR DALLARA, K? OR DALLARA (2N)(K OR KEITH))
S3	1219	AU=(HANSEN C? OR HANSEN, C? OR HANSEN (2N)(C OR CHRISTOPHER OR CHRIS))
S4	2	S1 AND S2 AND S3
S5	1222	S1 OR S2 OR S3
S6	0	LIMITALL IS ON FOR S5
S7	216	AD OR ADS OR ADVERT? OR COMMERCIAL? OR COUPON?? OR PROMOTION?? OR VOUCHER?? OR ANNOUNCEMENT??
S8	262	(USER OR CLIENT OR WIRELESS OR NETWORK OR INTERACTIVE)(5N)- DEVICE?? OR PC OR PCS OR COMPUTER?? OR PDA OR PDAS OR PIM OR - PIMS OR PID OR PIDS OR PMA OR PMAS OR (PERSONAL OR PRIVATE OR PORTABLE OR POCKET)(2N)(ASSISTANT? OR ORGANIZER? OR DEVICE? OR MANAGER??) OR CELLPHONE?? OR PHONE?? OR PALM() (PILOT?? OR TOP OR TOPS) OR SMARTPHONE?? OR BLACKBERRY? OR IPHONE OR IPHONES - OR ITOUCH??
S9	89	S7 AND S8
S10	1	S9 AND IC=(G06F-017/60 OR G06F-0017/60 OR G06F-030/00 OR G-06F-0030/00)
S11	18	S9 AND IC=G06F
S12	3	S4 OR S10

12/5/1 (Item 1 from file: 350)

DIALOG(R)File 350:Derwent WPIX
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0015411320 - Drawing available
WPI ACC NO: 2005-757393/200577
XRPX Acc No: N2005-624985

Universal online information e.g. text, advertising method, involves receiving registration information from advertiser, and determining advertising partners associated with advertiser based on registration information

Patent Assignee: HANSEN C J (HANS-I); MARGILOFF W A (MARG-I); RISICATO A M (RISI-I)

Inventor: HANSEN C J; MARGILOFF W A; RISICATO A M

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20050240475	A1	20051027	US 2004564781	P	20040423	200577 B
			US 2005111172	A	20050421	

Priority Applications (no., kind, date): US 2004564781 P 20040423; US 2005111172 A 20050421

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20050240475	A1	EN	15	6	Related to Provisional US 2004564781

Alerting Abstract US A1

NOVELTY - The method involves receiving registration information from an **advertiser** . **Advertising** partners to be associated with the **advertiser** are determined, where determination of the **advertising** partners is based on the registration information. The determination of the **advertising** partners involves identifying a desired value for an **advertising** parameter. The **advertiser** automatically registers with the **advertising** partners.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- 1.an apparatus for online information advertising , comprising a processor
2. a medium storing instructions adapted to be executed by a processor to perform a online advertising method
- 3.an advertisement ticker, comprising a display object to display a value of an advertising .

USE - Used for **advertising** universal online information e.g. text, graphic, audio and **executable** information, in a website.

ADVANTAGE - The method enhances a universal **advertising** management (UAM) device to utilize registration information to bid on behalf of the **advertiser** for **advertising** space available through the **advertising** partners.

DESCRIPTION OF DRAWINGS - The drawing shows a block diagram overview of an online **advertising** system.

- 102 **Advertising** device
- 104 **Advertising** partner device
- 106 **User** device
- 108 Communication network
- 110 Universal **advertising** management (UAM) device

Title Terms/Index Terms/Additional Words: UNIVERSAL; INFORMATION; TEXT; **ADVERTISE** ; METHOD; RECEIVE; REGISTER; DETERMINE; PARTNER; ASSOCIATE; BASED

Class Codes

International Classification (Main): **G06F-017/60**

ECLA: G06Q-030/00

US Classification, Current Main: 705-014000; Secondary: 705-001000, 705-010000

US Classification, Issued: 70514, 70510, 7051

File Segment: EPI;
DWPI Class: T01; W05
Manual Codes (EPI/S-X): T01-N01A2C; T01-S03; W05-E03E

12/5/2 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX
(c) 2009 Thomson Reuters. All rts. reserv.
0014526021 - Drawing available
WPI ACC NO: 2004-707971/200469
Related WPI Acc No: 2004-689337; 2004-689338
XRPX Acc No: N2004-561284

Contextual advertising information providing method, involves determining advertising information at user device based on information associated with remote information, and arranging advertising information provided to user
Patent Assignee: DALLARA K M (DALL-I); HANSEN C J (HANS-I); MARGILOFF W A (MARG-I)

Inventor: **DALLARA K M ; HANSEN C J0 ; MARGILOFF W A**

Patent Family (1 patents, 1 countries)

Patent			Application			
Number	Kind	Date	Number	Kind	Date	Update
US 20040186777	A1	20040923	US 2003443511	P	20030129	200469 B
			US 2003443512	P	20030129	
			US 2003443513	P	20030129	
			US 2004767123	A	20040129	

Priority Applications (no., kind, date): US 2003443511 P 20030129; US 2003443512 P 20030129; US 2003443513 P 20030129; US 2004767123 A 20040129

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20040186777	A1	EN	12	6	Related to Provisional US 2003443511 Related to Provisional US 2003443512 Related to Provisional US 2003443513

Alerting Abstract US A1

NOVELTY - The method involves locally determining advertising information (310) at a user device e.g. PC, based on contextual information associated with remote information being accessed by a user, and supplemental information associated with the user. The advertising information is arranged to be provided to the user. The supplemental information is associated with geographic information or other advertising information.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- 1.an apparatus for providing contextual advertising information via a communication network
- 2.a medium storing instructions to be executed by a processor to provide contextual advertising information method.

USE - Used for providing contextual advertising information via a communication network to the user.

ADVANTAGE - The method provides contextual advertising information to the user via a communication network, such that the information of particular web site, corporation, or other entity associated with the advertisement is provided.

DESCRIPTION OF DRAWINGS - The drawing shows a user display.

300 User display

310 Advertising information

Title Terms/Index Terms/Additional Words: ADVERTISE; INFORMATION; METHOD;
DETERMINE; USER; DEVICE; BASED; ASSOCIATE; REMOTE; ARRANGE

Class Codes

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06Q-0030/00 A I R 20060101

G06Q-0030/00 C I R 20060101

ECLA: G06Q-030/00A

US Classification, Current Main: 705-014000

US Classification, Issued: 70514

File Segment: EPI;

DWPI Class: T01; W05

Manual Codes (EPI/S-X): T01-N01A2C; T01-S03; W05-E03

12/5/3 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2009 Thomson Reuters. All rts. reserv.

0014507418 - Drawing available

WPI ACC NO: 2004-689338/200467

Related WPI Acc No: 2004-689337; 2004-707971

XRFX Acc No: N2004-546147

Graphical advertisement selecting method, involves determining payment information and user response information for graphical advertisement, and selecting advertisement based on payment information and user response information

Patent Assignee: DALLARA K M (DALL-I); HANSEN C J (HANS-I); MARGILOFF W A (MARG-I)

Inventor: **DALLARA K M ; HANSEN C J ; MARGILOFF W A**

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20040186778	A1	20040923	US 2003443511	P	20030129	200467 B
			US 2003443512	P	20030129	
			US 2003443513	P	20030129	
			US 2004767242	A	20040129	

Priority Applications (no., kind, date): US 2003443511 P 20030129; US 2003443512 P 20030129; US 2003443513 P 20030129; US 2004767242 A 20040129

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20040186778	A1	EN	23	14	Related to Provisional US 2003443511
					Related to Provisional US 2003443512
					Related to Provisional US 2003443513

Alerting Abstract US A1

NOVELTY - The method involves determining payment information associated with a set of graphical advertisements to be electronically provided to users via a communication network. User response information for each advertisement is determined. The response information is related with an action taken by a user in response to the advertisement. An advertisement is selected based on the payment information and response information.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- 1.an advertisement selecting apparatus
- 2.a medium storing instructions adapted to be executed by a processor to perform an advertisement selecting method.

USE - Used for selecting graphical advertisement e.g. banner advertisement, interstitial advertisement e.g. pop-up or pop-under, and hyperstitial advertisement e.g. full page advertisement, by an advertising service to be displayed to a user via a communication network.

ADVANTAGE - The advertisement is selected based on the payment information and response information, thus effectively providing the selected graphical advertisements to the user in real time via a communication network and displaying the advertisement to the user when the user device is not communicating via the communication network. The method displays the graphical advertisement to the user via a tool bar, thus helping the user to recognize that the advertisement is not being provided by the Web site he or she is currently viewing.

DESCRIPTION OF DRAWINGS - DESCRIPTION OF DRAWING - The drawing shows an illustration of a user display.

900 User display

Title Terms/Index Terms/Additional Words: GRAPHICAL; ADVERTISE; SELECT; METHOD; DETERMINE; PAY; INFORMATION; USER; RESPOND; BASED

Class Codes

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06Q-0030/00 A I R 20060101

G06Q-0030/00 C I R 20060101

ECLA: G06Q-030/00A

US Classification, Current Main: 705-014000

US Classification, Issued: 70514

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-N01A2C; T01-N03A1; T01-S03

NPL Files

File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13

(c) 2002 Gale/Cengage

File 474:New York Times Abs 1969-2009/Apr 23

(c) 2009 The New York Times

File 475:Wall Street Journal Abs 1973-2009/Apr 23

(c) 2009 The New York Times

File 35:Dissertation Abs Online 1861-2009/Mar

(c) 2009 ProQuest Info&Learning

File 65:Inside Conferences 1993-2009/Apr 23

(c) 2009 BLDSC all rts. reserv.

File 99:Wilson Appl. Sci & Tech Abs 1983-2009/Feb

(c) 2009 The HW Wilson Co.

File 256:TecInfoSource 82-2009/Jan

(c) 2009 Info.Sources Inc

File 2:INSPEC 1898-2009/Apr W1

(c) 2009 Institution of Electrical Engineers

File 477:Irish Times 1999-2009/Apr 23

(c) 2009 Irish Times
 File 710:Times/Sun.Times(London) Jun 1988-2009/Apr 22
 (c) 2009 Times Newspapers
 File 711:Independent(London) Sep 1988-2006/Dec 12
 (c) 2006 Newspaper Publ. PLC
 File 756:Daily/Sunday Telegraph 2000-2009/Apr 23
 (c) 2009 Telegraph Group
 File 757:Mirror Publications/Independent Newspapers 2000-2009/Apr 23
 (c) 2009
 File 387:The Denver Post 1994-2009/Apr 21
 (c) 2009 Denver Post
 File 471:New York Times Fulltext 1980-2009/Apr 22
 (c) 2009 The New York Times
 File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
 (c) 2002 Phoenix Newspapers
 File 494:St LouisPost-Dispatch 1988-2009/Apr 22
 (c) 2009 St Louis Post-Dispatch
 File 631:Boston Globe 1980-2009/Apr 23
 (c) 2009 Boston Globe
 File 633:Phil.Inquirer 1983-2009/Apr 22
 (c) 2009 Philadelphia Newspapers Inc
 File 638:Newsday/New York Newsday 1987-2009/Apr 23
 (c) 2009 Newsday Inc.
 File 640:San Francisco Chronicle 1988-2009/Apr 23
 (c) 2009 Chronicle Publ. Co.
 File 641:Rocky Mountain News Jun 1989-2009/Jan 16
 (c) 2009 Scripps Howard News
 File 702:Miami Herald 1983-2009/Apr 22
 (c) 2009 The Miami Herald Publishing Co.
 File 703:USA Today 1989-2009/Apr 22
 (c) 2009 USA Today
 File 704:(Portland)The Oregonian 1989-2009/Apr 22
 (c) 2009 The Oregonian
 File 713:Atlanta J/Const. 1989-2009/Mar 08
 (c) 2009 Atlanta Newspapers
 File 714:(Baltimore) The Sun 1990-2009/Apr 19
 (c) 2009 Baltimore Sun
 File 715:Christian Sci.Mon. 1989-2009/Apr 21
 (c) 2009 Christian Science Monitor
 File 725:(Cleveland)Plain Dealer Aug 1991-2009/Apr 21
 (c) 2009 The Plain Dealer
 File 735:St. Petersburg Times 1989- 2009/Apr 22
 (c) 2009 St. Petersburg Times
 File 635:Business Dateline(R) 1985-2009/Apr 22
 (c) 2009 ProQuest Info&Learning
 File 47:Gale Group Magazine DB(TM) 1959-2009/Apr 13
 (c) 2009 Gale/Cengage
 File 570:Gale Group MARS(R) 1984-2009/Apr 02
 (c) 2009 Gale/Cengage

Set	Items	Description
S1	0	AU=(MARGIOFF W? OR MARGIOFF, W? OR MARGIOFF (2N)(W OR - WILLIAM)) OR BY= MARGIOFF (2N)(W OR WILLIAM)
S2	0	AU=(DALLARA K? OR DALLARA, K? OR DALLARA (2N)(K OR KEITH)) OR BY= DALLARA (2N)(K OR KEITH)
S3	1691	AU=(HANSEN C? OR HANSEN, C? OR HANSEN (2N)(C OR CHRISTOPHER OR CHRIS)) OR BY= HANSEN(2N)(C OR CHRISTOPHER OR CHRIS)

S4 0 LIMITALL IS ON FOR S3
 S5 57 AD OR ADS OR ADVERT? OR COMMERCIAL? OR COUPON?? OR PROMOTI-
 ON?? OR VOUCHER?? OR ANNOUNCEMENT??
 S6 159 (USER OR CLIENT OR WIRELESS OR NETWORK OR INTERACTIVE) (5N)-
 DEVICE?? OR PC OR PCS OR COMPUTER?? OR PDA OR PDAS OR PIM OR -
 PIMS OR PID OR PIDS OR PMA OR PMAS OR (PERSONAL OR PRIVATE OR
 PORTABLE OR POCKET) (2N) (ASSISTANT? OR ORGANIZER? OR DEVICE? OR
 MANAGER??) OR CELLPHONE?? OR PHONE?? OR PALM() (PILOT?? OR TOP
 OR TOPS) OR SMARTPHONE?? OR BLACKBERRY OR IPHONE OR IPHONES -
 OR ITOUCH??
 S7 4 S5 AND S6

No relevant author matches.

III. Text Search Results from Dialog

A. Patent Files, Abstract

File 371:French Patents 1961-2002/BOPI 200209
 (c) 2002 INPI. All rts. reserv.
 File 344:Chinese Patents Abs Jan 1985-2006/Jan
 (c) 2006 European Patent Office
 File 347:JAPIO Dec 1976-2008/Oct(Updated 090220)
 (c) 2009 JPO & JAPIO
 File 350:Derwent WPIX 1963-2009/UD=200923
 (c) 2009 Thomson Reuters

Set	Items	Description
S1	114062	(REMOTE OR DISTANT OR FARAWAY OR AWAY) (5N) (INFORMATION OR - INFO OR MATERIAL?? OR DATA OR CONTENT?? OR ENTITY OR ENTITIES OR BUSINESS??) OR WEBPAGE?? OR WEBSITE?? OR WEB() (PAGE?? OR SITE??) OR URL OR URLS OR UNIFORM(2N) LOCATOR??
S2	51074	CONTEXT? OR S1(5N) (SPECIFIC? OR RELAT???? OR INTERRELAT???? OR CONNECT???? OR ASSOCIAT? OR LINK??? OR CORRELAT? OR BASED)
S3	278109	AD OR ADS OR ADVERT? OR COMMERCIAL? OR COUPON?? OR PROMOTION?? OR VOUCHER?? OR ANNOUNCEMENT??
S4	6034	S3(10N) (RULE OR RULES OR INSTRUCTION OR INSTRUCTIONS OR COMMAND OR COMMANDS OR STANDARD OR STANDARDS OR GUIDELINE OR GUIDELINES)
S5	1647559	(USER OR CLIENT OR WIRELESS OR NETWORK OR INTERACTIVE) (5N) - DEVICE?? OR PC OR PCS OR COMPUTER?? OR PDA OR PDAS OR PIM OR PIMS OR PID OR PIDS OR PMA OR PMAS OR (PERSONAL OR PRIVATE OR PORTABLE OR POCKET) (2N) (ASSISTANT? OR ORGANIZER? OR DEVICE? OR MANAGER??) OR CELLPHONE?? OR PHONE?? OR PALM() (PILOT?? OR TOP OR TOPS) OR SMARTPHONE?? OR BLACKBERRY? OR IPHONE OR IPHONES - OR ITOUCH??
S6	943306	(ADJUST???? OR CHANGE?? OR ALTER?? OR ALTERATION?? OR MODIFY?? OR MODIFY?? OR MODIFICATION?? OR ADAPT? OR ARRANG?) (-S) (DISPLAY OR DISPLAYS OR SCREEN OR SCREENS OR WINDOW OR WINDOWS OR POPUP?? OR POP() (UP OR UPS) OR AREA??)
S7	69873	(LOCAL? OR PLACE OR PLACES OR LOCATION?) (5N) (DETERMINE? OR CALCULATE? OR FIGURE? OR ASCERTAIN? OR ESTABLISH? OR DECIDE??)
S8	2846	S2 AND S3 AND S5
S9	120	S8 AND S7
S10	15	S9 AND S6
S11	12	S9 AND IC=(G06F-017/60 OR G06F-0017/60 OR G06F-030/00 OR G06F-0030/00)
S12	69	S9 AND IC=G06F
S13	50	S9 AND MC=(T01-N01A2C OR T01-S03 OR W05-E03)
S14	7	S11 AND S13
S15	39375	(X OR Y) () (AXIS OR AXES)
S16	108086	TIME(5N) DELAY???? OR POSTPONE?
S17	197	S2 AND S4 AND S5
S18	36	S17 AND (S6 OR S7 OR S15 OR S16)
S19	12	S8 AND (S15 OR S16)
S20	70	S10 OR S11 OR S14 OR S18 OR S19
S21	43	S20 AND AY=1900:2003
S22	43	IDPAT (sorted in duplicate/non-duplicate order)
S23	43	IDPAT (primary/non-duplicate records only)

23/5/3 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0015162449 - Drawing available

WPI ACC NO: 2005-512031/200552

Related WPI Acc No: 2002-339719; 2004-313690; 2008-C18372

XXPX Acc No: N2005-417861

Contextual information delivery method in client computer, involves generating set of web page modification instructions for modifying web page content to include portion of contextual information provided by campaign provider

Patent Assignee: KONTERA TECHNOLOGIES INC (KONT-N)

Inventor: BRICKNER I; FRIEDMAN B; HENKIN A; SHAHAM Y; VITOS H

Patent Family (2 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20050149395	A1	20050707	US 2003515627	P	20031029	200552 B
			US 2004977352	A	20041028	
US 7478089	B2	20090113	US 2003515627	P	20031029	200920 E
			US 2004977352	A	20041028	

Priority Applications (no., kind, date): US 2003515627 P 20031029; US 2003515627 P 20031029; US 2004977352 A 20041028

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20050149395	A1	EN	28	15	Related to Provisional US 2003515627
US 7478089	B2	EN			Related to Provisional US 2003515627

Alerting Abstract US A1

NOVELTY - A set of web page modification instructions for modifying web page content to include portion of contextual information provided by a campaign provider, is generated using contextual information. The generated instructions are provided to client computer for delivering contextual information to user.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

1. contextual information delivery system; and
2. computer program product for delivering contextual information.

USE - For delivering contextual information such as advertising promotions to client computer through internet.

ADVANTAGE - Enables providing contextual advertising promotions to user by real-time analysis of web page content.

DESCRIPTION OF DRAWINGS - The figure shows the flowchart explaining the dynamic feedback process.

Title Terms/Index Terms/Additional Words: INFORMATION; DELIVER; METHOD; CLIENT; COMPUTER; GENERATE; SET; WEB; PAGE; MODIFIED; INSTRUCTION; CONTENT; PORTION; CAMPAIGN

Class Codes

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06F-0017/30	A	I	R	20060101	
G06Q-0030/00	A	I	R	20060101	
G06F-0017/30	A	I	F	B	20060101
G06F-0017/30	C	I	R	20060101	
G06Q-0030/00	C	I	R	20060101	

G06F-0017/30 C I B 20060101
 ECLA: G06F-017/30W1F, G06F-017/30W7, G06Q-030/00A
 US Classification, Current Main: 705-014000; Secondary: 707-003000,
 707-E17109, 707-E17116
 US Classification, Issued: 7073, 70514, 7075, 7071, 7072, 7073, 7074, 70710
 , 707101, 707103.Y, 707104.1, 70514, 70515, 709245, 715700, 715705,
 715708, 715711, 715787
 File Segment: EPI;
 DWPI Class: T01
 Manual Codes (EPI/S-X): T01-N01A2C; T01-N03B; T01-S03

23/5/7 (Item 7 from file: 350)

DIALOG(R)File 350:Derwent WPIX
 (c) 2009 Thomson Reuters. All rts. reserv.
 0014526021 - Drawing available
 WPI ACC NO: 2004-707971/200469
 Related WPI Acc No: 2004-689337; 2004-689338
 XRPX Acc No: N2004-561284
 Contextual **advertising information providing method, involves determining
 advertising information at user device based on information
 associated with remote information, and arranging advertising
 information provided to user**
 Patent Assignee: DALLARA K M (DALL-I); HANSEN C J (HANS-I); MARGILOFF W A
 (MARG-I)

Inventor: DALLARA K M; HANSEN C J; MARGILOFF W A

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20040186777	A1	20040923	US 2003443511	P	20030129	200469 B
			US 2003443512	P	20030129	
			US 2003443513	P	20030129	
			US 2004767123	A	20040129	

Priority Applications (no., kind, date): US 2003443511 P 20030129; US
 2003443512 P 20030129; US 2003443513 P 20030129; US 2004767123 A
 20040129

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20040186777	A1	EN	12	6	Related to Provisional US 2003443511 Related to Provisional US 2003443512 Related to Provisional US 2003443513

Alerting Abstract US A1

NOVELTY - The method involves **locally determining** advertising
 information (310) at a **user device** e.g. **PC**, **based on contextual
 information associated with remote information** being accessed by a
 user, and supplemental information associated with the user. The
 advertising information is arranged to be provided to the user. The
 supplemental information is associated with geographic information or other
 advertising information.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

1.an apparatus for providing contextual advertising information via

a communication network
2.a medium storing instructions to be executed by a processor to
provide contextual advertising information method.

USE - Used for providing **contextual** advertising information via a
communication network to **the** user.

ADVANTAGE - The method provides **contextual** advertising information to
the user via a **communication** network, such that the information of
particular **web site**, corporation, or other entity **associated** with **the**
advertisement is provided.

DESCRIPTION OF DRAWINGS - The drawing shows a user display.

300 User display

310 Advertising information

Title Terms/Index Terms/Additional Words: ADVERTISE; INFORMATION; METHOD;
DETERMINE; USER; DEVICE; BASED; ASSOCIATE; REMOTE; ARRANGE

Class Codes

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06Q-0030/00 A I R 20060101

G06Q-0030/00 C I R 20060101

ECLA: G06Q-030/00A

US Classification, Current Main: 705-014000

US Classification, Issued: 70514

File Segment: EPI;

DWPI Class: T01; W05

Manual Codes (EPI/S-X): T01-N01A2C; T01-S03; W05-E03

23/5/8 (Item 8 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0014111426 - Drawing available

WPI ACC NO: 2004-295746/200427

Related WPI Acc No: 1999-479517; 2001-596100; 2004-315482

XRPX Acc No: N2004-234895

**Website development method for online commercial application, involves
associating prefix selected according to predetermined mapping rules ,
with portion of request to re-map URL corresponding to user's work area**

Patent Assignee: INTERWOVEN (INTE-N); INTERWOVEN INC (INTE-N)

Inventor: BARR S L; COCHRANE K; HEGDE G; JIA J S; NAKANO R T; PARK B H; YEE

T I W

Patent Family (3 patents, 104 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
WO 2004029792	A1	20040408	WO 2003US30446	A	20030925	200427 B
US 6792454	B2	20040914	US 199873766	P	19980204	200460 E
			US 1999244333	A	19990203	
			US 2002256902	A	20020927	
AU 2003276992	A1	20040419	AU 2003276992	A	20030925	200462 E

Priority Applications (no., kind, date): US 199873766 P 19980204; US
1999244333 A 19990203; US 2002256902 A 20020927

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
WO 2004029792	A1	EN	86	38		
National Designated States, Original: AE AG AL AM AT AU AZ BA BB BG BR BY						
BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE EG ES FI GB GD GE GH GM HR HU						
ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX						
MZ NI NO NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ						
UA UG UZ VC VN YU ZA ZM ZW						
Regional Designated States, Original: AT BE BG CH CY CZ DE DK EA EE ES FI						
FR GB GH GM GR HU IE IT KE LS LU MC MW MZ NL OA PT RO SD SE SI SK SL SZ						
TR TZ UG ZM ZW						
US 6792454	B2	EN				Related to Provisional US 199873766
						Continuation of application US
						1999244333
						Continuation of patent US 6505212
AU 2003276992	A1	EN				Based on OPI patent WO 2004029792

Alerting Abstract WO A1

NOVELTY - A URL and a cookie are extracted from a request received from a web browser, and a prefix is selected according to predetermined set of mapping rules. The selected prefix is associated with the portion of the request so as to re-map the URL corresponding to a user's work area, and route the request to the webserver.

USE - For developing website in online commercial application. Also for developing source code, compact disk-ROM multimedia file and media engine.

ADVANTAGE - Allows developers to compare their work and see how their change fits into the website.

DESCRIPTION OF DRAWINGS - The figure shows the block diagram of the computer network for website development.

Title Terms/Index Terms/Additional Words: DEVELOP; METHOD; COMMERCIAL; APPLY; ASSOCIATE; PREFIX; SELECT; ACCORD; PREDETERMINED; MAP; RULE; PORTION; REQUEST; CORRESPOND; USER; WORK; AREA

Class Codes

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06F-0012/00	A	I	L	R	20060101
G06F-0017/21	A	I	F	R	20060101
G06F-0017/30	A	I		R	20060101
G06F-0007/00	A	I		R	20060101
G06F-0009/44	A	I		R	20060101
G06F-0012/00	C	I	L	R	20060101
G06F-0017/21	C	I	F	R	20060101
G06F-0017/30	C	I		R	20060101
G06F-0007/00	C	I		R	20060101
G06F-0009/44	C	I		R	20060101

ECLA: G06F-009/44G4, G06F-017/30W7

US Classification, Issued: 709219, 709225, 709229, 70710

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-F05A; T01-N03B2

23/5/10 (Item 10 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0013890594 - Drawing available
WPI ACC NO: 2004-069805/200407
XRPX Acc No: N2004-056153

Advertising system for marketing, has server to receive feedback for viewed advertisement from user and provides user feedback accordingly

Patent Assignee: MEIER L A (MEIE-I); NURCAHYA H (NURC-I); PARKS S (PARK-I)

Inventor: MEIER L A; NURCAHYA H; PARKS S

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20030225621	A1	20031204	US 2002375221	P	20020417	200407 B
			US 2003417792	A	20030417	

Priority Applications (no., kind, date): US 2002375221 P 20020417; US 2003417792 A 20030417

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
US 20030225621	A1	EN	14	5	Related to Provisional	US 2002375221

Alerting Abstract US A1

NOVELTY - The portable **computers (PCs)** with flat panel display (FDD) (22) positioned at consumer site visiting locations, are connected to a server (40) through Internet (18). The display includes a touch screen user interface to allow user to provide feedback for viewed advertisement to the server. The advertising software (45) in the server, provides user feedback reward to printer connected to the **PC**.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- 1.advertising software;
- 2.advertising method; and
- 3.business performing method.

USE - Advertising system for advertising industry for marketing.

ADVANTAGE - Provides advertisers the opportunity to advertise to captive audience. Since the feedback is received from user in real-time, the advertisers can **adjust , change ,** withdraw and improve concepts designated for **consumer . Also** by adding feedback results to future advertisement, the marketing is improved.

DESCRIPTION OF DRAWINGS - The figure shows the block diagram of the advertisement system.

- 18 Internet
- 20 personal **computer**
- 22 flat panel **display**
- 40 advertising server
- 45 advertising software

Title Terms/Index Terms/Additional Words: ADVERTISE; SYSTEM; SERVE; RECEIVE; FEEDBACK; VIEW; USER; ACCORD

Class Codes

International Classification (Main): G06F-017/60

ECLA: G06Q-030/00A

US Classification, Current Main: 705-014000

US Classification, Issued: 70514

File Segment: EPI;
 DWPI Class: T01; W05
 Manual Codes (EPI/S-X): T01-N01A2C; T01-S03; W05-E03E

23/5/11 (Item 11 from file: 350)

DIALOG(R)File 350:Derwent WPIX
 (c) 2009 Thomson Reuters. All rts. reserv.
 0013809070 - Drawing available
 WPI ACC NO: 2003-199768/200319
 XRPX Acc No: N2003-158972

Geographic content creation method in network system, involves registering domain location of business based on business registration and location information, for creating website content

Patent Assignee: STEWART B B (STEW-I); WAYPORT INC (WAYP-N)

Inventor: STEWART B B

Patent Family (5 patents, 99 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20020173981	A1	20021121	US 2001861201	A	20010518	200319 B
WO 2002095532	A2	20021128	WO 2002US15568	A	20020517	200319 E
EP 1395926	A2	20040310	EP 2002739276	A	20020517	200418 E
			WO 2002US15568	A	20020517	
AU 2002311934	A1	20021203	AU 2002311934	A	20020517	200452 E
AU 2002311934	A8	20051013	AU 2002311934	A	20020517	200611 E

Priority Applications (no., kind, date): US 2001861201 A 20010518

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20020173981	A1	EN	20	4	
WO 2002095532	A2	EN			

National Designated States, Original: AE AG AL AM AT AU AZ BA BB BG BR BY
 BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID
 IL IN IS JP KE KG KP KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ
 NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN
 YU ZA ZM ZW

Regional Designated States, Original: AT BE CH CY DE DK EA ES FI FR GB GH
 GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW

EP 1395926 A2 EN PCT Application WO 2002US15568
 Based on OPI patent WO 2002095532

Regional Designated States, Original: AL AT BE CH CY DE DK ES FI FR GB GR
 IE IT LI LT LU LV MC MK NL PT RO SE SI TR

AU 2002311934 A1 EN Based on OPI patent WO 2002095532
 AU 2002311934 A8 EN Based on OPI patent WO 2002095532

Alerting Abstract US A1

NOVELTY - A domain location of the business is registered in response to the received business registration and location information. A geographic based website content is created based on the registered information.

DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

1. Geographic content creating system;
2. Network system; and
3. Geographic location services provision method.

USE - For creating geographic content in network system such as personal computer , cellular telephone, personal digital assistant (PDA), television connected to LAN, WAN , internet, PSTN , for use in airport, hotel, office, shopping mall, store, coffee shop, restaurant, waiting room, etc.

ADVANTAGE - As the business domain registration and location information are used to create website content, the on-line site users are enabled to easily access the business information. Also, cross-selling and cross-advertising are encouraged, customers are provided with discount, membership , etc., thus sales is improved.

DESCRIPTION OF DRAWINGS - The figure shows the flowchart explaining the geographic location information registering process.

Title Terms/Index Terms/Additional Words: GEOGRAPHICAL; CONTENT; CREATION; METHOD; NETWORK; SYSTEM; REGISTER; DOMAIN; LOCATE; BUSINESS; BASED; INFORMATION

Class Codes

International Classification (Main): G06F-017/30, G06F-017/60

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06F-0017/30 A I R 20060101

G06Q-0030/00 A I R 20060101

G06F-0017/30 C I R 20060101

G06Q-0030/00 C I R 20060101

ECLA: G06Q-030/00A

US Classification, Current Main: 705-001000; Secondary: 705-014000

US Classification, Issued: 7051, 70514

File Segment: EPI;

DWPI Class: T01; W01; W02

Manual Codes (EPI/S-X): T01-N01A2C ; T01-N03B2; W01-A06B5A; W01-A06B5B;

W01-A06C4A; W02-C03C1A

23/5/13 (Item 13 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0013332910 - Drawing available

WPI ACC NO: 2003-420341/200339

XRPX Acc No: N2003-335717

Business information providing method on Internet, involves storing information on business within geographical area near link provider, into website database and allowing user to access link provider website

Patent Assignee: ESTRIN M A (ESTR-I); HATFIELD W P (HATF-I); SCHWARTZ J S (SCHW-I); SHTEIN P (SHTE-I)

Inventor: ESTRIN M A; HATFIELD W P; SCHWARTZ J S; SHTEIN P

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20030061114	A1	20030327	US 2000592240	A	20000613	200339 B
			US 2002201595	A	20020723	

Priority Applications (no., kind, date): US 2000592240 A 20000613; US 2002201595 A 20020723

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20030061114	A1	EN	28	13	C-I-P of application US 2000592240

Alerting Abstract US A1

NOVELTY - Information about business within a geographically defined area close to a link provider is accepted from the link provider and stored in a website database. The website of the link provider is accessed by a user to retrieve the contents from the database.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- 1.information providing system;
- 2.directory system;
- 3.cooperative marketing conducting method;
- 4.offer informing method; and
- 5.information exchange enabling method.

USE - Used for providing business information on Internet. The method also enables new cooperative marketing techniques to be conducted.

ADVANTAGE - Provides highly interactive and informable online neighborhood directory for users, enabling to establish a network presence in an affordable and rapid manner and helps local business integrate their applications with a global network. Allows user's of handheld wireless devices to quickly obtain listing of businesses proximate to its geographic positions and provides additional functionality in form of on-line reservations. Issues online coupons and provides additional value added information through licensed content, emergency information, traffic report or event information.

DESCRIPTION OF DRAWINGS - The figure shows the block diagram of the incorporation of an integration interface into existing Internet management application.

Title Terms/Index Terms/Additional Words: BUSINESS; INFORMATION; METHOD; STORAGE; GEOGRAPHICAL; AREA; LINK; DATABASE; ALLOW; USER; ACCESS

Class Codes

International Classification (Main): **G06F-017/60**

(Additional/Secondary): G06F-015/16, G06F-017/00

ECLA: G06Q-010/00C, H04L-029/08A7, H04L-029/08N17

US Classification, Current Main: 705-026000; Secondary: 705-014000,

707-104100, 709-203000, 709-218000

US Classification, Issued: 70526, 709218, 709203, 70514, 707104.1

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-J05B4P; T01-N01A2A

23/5/14 (Item 14 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0012998075 - Drawing available

WPI ACC NO: 2003-076087/200307

XRFX Acc No: N2003-058940

Combining process for digital content with trademark content for advertising in e-commerce extracting names of goods or services from text content, finding out trademark content and attaching advertisement content to text content

Patent Assignee: KANG M (KANG-I); KANG M S (KANG-I); MIM S K (MIMS-I)
 Inventor: KANG M; KANG M S; MIM SOO K

Patent Family (10 patents, 98 countries)

Patent		Application					
Number	Kind	Date	Number	Kind	Date	Update	
WO 2002101621	A1	20021219	WO 2002KR576	A	20020402	200307	B
KR 2003042865	A	20030602	KR 200173668	A	20011126	200366	E
KR 2003043106	A	20030602	KR 200174096	A	20011127	200366	E
AU 2002243090	A1	20021223	AU 2002243090	A	20020402	200452	E
KR 2008078790	A	20080828	KR 200174096	A	20011127	200910	E
			KR 200870878	A	20080721		
KR 2008094651	A	20081023	KR 200173668	A	20011126	200915	E
			KR 2008100079	A	20081013		
KR 2008094652	A	20081023	KR 200173668	A	20011126	200915	E
			KR 2008100084	A	20081013		
KR 2008095826	A	20081029	KR 200173668	A	20011126	200915	E
			KR 200899715	A	20081010		
KR 2008096492	A	20081030	KR 200173668	A	20011126	200915	E
			KR 200899722	A	20081010		
KR 2008104231	A	20081202	KR 200173668	A	20011126	200915	E
			KR 200899712	A	20081010		

Priority Applications (no., kind, date): WO 2001KR551 A 20010402; KR 200173668 A 20011126; KR 200174096 A 20011127; KR 200870878 A 20080721; KR 200899712 A 20081010; KR 200899715 A 20081010; KR 200899722 A 20081010; KR 2008100079 A 20081013; KR 2008100084 A 20081013

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
WO 2002101621	A1	EN	102	20		
National Designated States, Original: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW						
Regional Designated States, Original: AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG TM ZW						
AU 2002243090	A1	EN			Based on OPI patent	WO 2002101621
KR 2008078790	A	KO			Division of application	KR 200174096
KR 2008094651	A	KO			Division of application	KR 200173668
KR 2008094652	A	KO			Division of application	KR 200173668
KR 2008095826	A	KO			Division of application	KR 200173668
KR 2008096492	A	KO			Division of application	KR 200173668
KR 2008104231	A	KO			Division of application	KR 200173668

Alerting Abstract WO A1

NOVELTY - The process involves extracting names of goods or services from text content. Trademark content is found out related to the goods or services. Advertisement content is attached to the text content.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

1.a computer implemented method for generating a user customized advertisement of a user.

USE - For advertising in e-commerce.

ADVANTAGE - Increases effectiveness and cost efficiency of advertisements. Allows targeted advertising.

DESCRIPTION OF DRAWINGS - The figure shows the hardware system and network system of the invention.

Title Terms/Index Terms/Additional Words: COMBINATION; PROCESS; DIGITAL; CONTENT; ADVERTISE; EXTRACT; NAME; GOODS; SERVICE; TEXT; FINDER; ATTACH

Class Codes

International Classification (Main): G06F-017/60

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06Q-0030/00	A	I	R	20060101
G06Q-0030/00	A	I	L	20060101
G06Q-0050/00	A	I	F	20060101
G06Q-0030/00	C	I	R	20060101
G06Q-0030/00	C	I		20060101
G06Q-0050/00	C	I		20060101

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-J05A

23/5/15 (Item 15 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0012940031 - Drawing available

WPI ACC NO: 2003-016688/200301

XREF Acc No: N2003-012602

Product sale promotion system for shop, transmits electronic message including address of web site having information related to rewards and offers and accessing password, to user terminal

Patent Assignee: MITCHELL R J (MITC-I)

Inventor: MITCHELL R J

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20020116262	A1	20020822	US 2001790001	A	20010221	200301 B

Priority Applications (no., kind, date): US 2001790001 A 20010221

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20020116262	A1	EN	6	2	

Alerting Abstract US A1

NOVELTY - A point-of-sales terminal receives the e-mail address or telephone number of a user when the user purchases a product at vending machine. A controller in the terminal transmits an electronic message including address of the web site that has information relating to rewards, offers and a password to access the web site to the user terminal.

DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

1. Electronic message communicating machine; and
2. Product sales promotion method.

USE - For promoting sales of products at retail outlet such as shop through Internet or mobile communication network.

ADVANTAGE - Enables the operator to easily determine the type of the products **purchased** by users and the **location** of the purchase, to generate appropriate marketing strategy. As the address of the web site including information about reward and offers is automatically sent to the user, the product sales is increased.

DESCRIPTION OF DRAWINGS - The figure shows the flowchart explaining the steps involved in the product sales **promotion** method.

Title Terms/Index Terms/Additional Words: PRODUCT; SALE; PROMOTE; SYSTEM; SHOP; TRANSMIT; ELECTRONIC; MESSAGE; ADDRESS; WEB; SITE; INFORMATION; RELATED; REWARD; OFFER; ACCESS; PASSWORD; USER; TERMINAL

Class Codes

International Classification (Main): **G06F-017/60**

ECLA: G06Q-030/00A

US Classification, Current Main: 705-014000

US Classification, Issued: 70514

File Segment: EPI;

DWPI Class: T01; T05; W01

Manual Codes (EPI/S-X): T01-N01A2A; **T01-N01A2C** ; T01-N01C; T01-N01D;

T01-N02A3B; T01-N02B1B; T05-H02X; T05-H08C; T05-L01D; T05-L01X; W01-A05B;

W01-A06E1; W01-C01D3C

23/5/20 (Item 20 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0012685047 - Drawing available

WPI ACC NO: 2002-535700/200257

XRPX Acc No: N2002-424088

File request processing method involves retrieving substitute file if request attribute matches attribute associated with substitute file

Patent Assignee: INT BUSINESS MACHINES CORP (IBM)

Inventor: WOLFE D C

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 6397246	B1	20020528	US 1998192092	A	19981113	200257 B

Priority Applications (no., kind, date): US 1998192092 A 19981113

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 6397246	B1	EN	13	3	

Alerting Abstract US B1

NOVELTY - A request attribute with domain name of requested file, time of the request and client network address, is determined. A substitute file is retrieved and returned to a client **computer**, after determining whether the request attribute matches an attribute associated with the substitute file.

DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

- 1.System for processing file request from client computer system; and
- 2.Article of manufacture for processing file request.

USE - For processing requests for web page received from a client, using proxy server.

ADVANTAGE - Allows proxy server to tailor advertisements presented to requesting clients according to a rule-based system.

DESCRIPTION OF DRAWINGS - The figure shows the flowchart of the file request processing method.

Title Terms/Index Terms/Additional Words: FILE; REQUEST; PROCESS; METHOD; RETRIEVAL; SUBSTITUTE; ATTRIBUTE; MATCH; ASSOCIATE

Class Codes

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06F-0017/30	A	I	R	20060101
H04L-0029/06	A	I	R	20060101
G06F-0017/30	C	I	R	20060101
H04L-0029/06	C	I	R	20060101

ECLA: G06F-017/30W9C

US Classification, Issued: 709217, 713201, 709228, 709225, 709224

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-N01A2C; T01-N02B1; T01-N03B2; T01-S03

23/5/21 (Item 21 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0012640758 - Drawing available

WPI ACC NO: 2002-489921/200252

Related WPI Acc No: 2002-405440; 2002-690307

XRPX Acc No: N2002-387321

Placing method for ads on a client for determining and playing ads in video data recorders re-evaluating order of several potential display ads in response to context change notification

Patent Assignee: DIGITAL NETWORKS NORTH AMERICA INC (DIGI-N); SONICBLUE INC (SONI-N)

Inventor: ROSENBERG S A; SELF M H

Patent Family (2 patents, 27 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
WO 2002033975	A2	20020425	WO 2001US32160	A	20011015	200252 B
EP 1340377	A2	20030903	EP 2001983970	A	20011015	200365 E
			WO 2001US32160	A	20011015	

Priority Applications (no., kind, date): US 2000240715 P 20001015; US 2000240714 P 20001015

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
WO 2002033975	A2	EN	34	9		

National Designated States,Original: JP

Regional Designated States,Original: AT BE CH CY DE DK ES FI FR GB GR IE
IT LU MC NL PT SE TR
EP 1340377 A2 EN PCT Application WO 2001US32160
Based on OPI patent WO 2002033975
Regional Designated States,Original: AL AT BE CH CY DE DK ES FI FR GB GR
IE IT LI LT LU LV MC MK NL PT RO SE SI TR

Alerting Abstract WO A2

NOVELTY - The method involves receiving notification of a **context change** in a client. An order of several potential **display** ads is re-evaluated in response to the **context change** notification, to yield a next ad to be placed. An ad request is received. The previously determined next ad to be placed is sent in response to the received ad request.

The **context change** reflects a **change** in a video stream being viewed by a user of the client.

DESCRIPTION - INDEPENDENT CLAIMS are included for a system, for a method of displaying an ad on a client-side machine, for an apparatus to place ads on a client and for a **computer** program product.

USE - For video data recorder. For determining and playing ads in video data recorders.

ADVANTAGE - Allows ads to be delivered to receptive audiences where there is ample time to determine who might be best target for each particular ad. Ads can be placed extremely quickly for each individual user.

DESCRIPTION OF DRAWINGS - The figure shows a video replay system that can include ad placement software of the invention.

Title Terms/Index Terms/Additional Words: PLACE; METHOD; CLIENT; DETERMINE; PLAY; VIDEO; DATA; RECORD; EVALUATE; ORDER; POTENTIAL; **DISPLAY**; RESPOND; **CONTEXT**; **CHANGE**; NOTIFICATION

Class Codes

International Classification (+ Attributes)

IPC + Level Value Position Status Version

H04N-0005/00	A	I	R	20060101
H04N-0007/16	A	I	R	20060101
H04N-0007/173	A	I	R	20060101
H04N-0005/00	C	I	R	20060101
H04N-0007/16	C	I	R	20060101
H04N-0007/173	C	I	R	20060101

ECLA: H04N-005/00M10, H04N-007/16E3, H04N-007/173B2, H04N-007/173B3

ICO: T04N-007:16C10P, T04N-007:16S30, T04N-007:16T10C

File Segment: EPI;

DWPI Class: T01; W02; W04; W05

Manual Codes (EPI/S-X): T01-J05A2; T01-S03; W02-F04B; W04-B10; W05-E03C

23/5/22 (Item 22 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0012459477 - Drawing available

WPI ACC NO: 2002-405440/200243

Related WPI Acc No: 2002-489921; 2002-690307

XRPX Acc No: N2002-318301

Placing advertisements e.g. video clips, pictures, TV commercials etc. on client-side video replay system during pause mode enabling advertisers to determine best target for particular advert

Patent Assignee: ROSENBERG S A (ROSE-I); SELF M H (SELF-I); SONICBLUE INC (SONI-N)

Inventor: ROSENBERG S A; SELF M H

Patent Family (4 patents, 22 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
WO 2002033973	A2	20020425	WO 2001US32169	A	20011015	200243 B
US 20020097235	A1	20020725	US 2000240714	P	20001015	200254 E
			US 2000240715	P	20001015	
			US 2001978144	A	20011015	
US 20020100041	A1	20020725	US 2000240714	P	20001015	200254 E
			US 2000240715	P	20001015	
			US 2001978170	A	20011015	
EP 1329106	A2	20030723	EP 2001983137	A	20011015	200350 E
			WO 2001US32169	A	20011015	

Priority Applications (no., kind, date): US 2000240715 P 20001015; US 2000240714 P 20001015; US 2001978144 A 20011015; US 2001978170 A 20011015

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
WO 2002033973	A2	EN	35	10		
National Designated States, Original: JP						
Regional Designated States, Original: AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR						
US 20020097235	A1	EN				Related to Provisional US 2000240714
						Related to Provisional US 2000240715
US 20020100041	A1	EN				Related to Provisional US 2000240714
						Related to Provisional US 2000240715
EP 1329106	A2	EN				PCT Application WO 2001US32169
						Based on OPI patent WO 2002033973
Regional Designated States, Original: AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE TR						

Alerting Abstract WO A2

NOVELTY - The video replay system determines that it should enter a pause mode and at such times obtains an advertisement (i.e. video clip, picture, TV commercial etc.) from a **computer** system external to the replay system. E.g. by downloading it from an external network server. The advertisement is then displayed on the video replay system.

USE - For placing advertisements on a client-side video replay system during a pause mode.

ADVANTAGE - Enables advertisers to determine who might be best target for particular advert and to display advert to audience when they are most receptive.

DESCRIPTION OF DRAWINGS - The drawing shows a block diagram of a video replay system employing the method.

Title Terms/Index Terms/Additional Words: PLACE; ADVERTISE; VIDEO; CLIP; PICTURE; TELEVISION; CLIENT; SIDE; REPLAY; SYSTEM; PAUSE; MODE; ENABLE; DETERMINE; TARGET

Class Codes

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G11B-0027/032 A N R 20060101

G11B-0027/034 A N R 20060101
 G11B-0027/036 A I R 20060101
 H04N-0005/00 A I R 20060101
 H04N-0007/16 A I R 20060101
 H04N-0007/173 A I R 20060101
 H04N-0009/82 A I R 20060101
 G11B-0027/031 C I R 20060101
 H04N-0005/00 C I R 20060101
 H04N-0007/16 C I R 20060101
 H04N-0007/173 C I R 20060101
 H04N-0009/82 C I R 20060101
 ECLA: G11B-027/036, H04N-005/00M10, H04N-007/16E3, H04N-007/173B2,
 H04N-007/173B3, H04N-009/82N4
 ICO: S11B-027:032, S11B-027:034, T04N-007:16C10P, T04N-007:16S30,
 T04N-007:16T10C
 US Classification, Current Main: 345-204000, 725-032000; Secondary:
 348-E05007, 348-E07063, 348-E07071, 348-E07072, 386-E09040, 705-014000
 US Classification, Issued: 345204, 72532, 70514
 File Segment: EngPI; EPI;
 DWPI Class: T01; W05; P85
 Manual Codes (EPI/S-X): T01-N01A2C; T01-N01D1B; W05-E03C; W05-E03E

23/5/23 (Item 23 from file: 350)

DIALOG(R)File 350:Derwent WPIX
 (c) 2009 Thomson Reuters. All rts. reserv.
 0010991550 - Drawing available
 WPI ACC NO: 2001-616417/200171
 XRPX Acc No: N2001-459789

Electronic information service providing arrangement in computer system, has information file with partial virtual pixel area containing information entered by several users

Patent Assignee: ANOTO AB (ANOT-N); BURSTROM S (BURS-I)

Inventor: BURSTROM S; BURSTROM S

Patent Family (11 patents, 94 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
WO 2001071471	A1	20010927	WO 2001SE584	A	20010321	200171 B
SE 20000944	A	20010922	SE 2000944	A	20000321	200171 E
US 20010055036	A1	20011227	US 2000207881	P	20000530	200206 E
			US 2001813117	A	20010321	
AU 200139652	A	20011003	AU 200139652	A	20010321	200210 E
SE 519013	C2	20021223	SE 2000944	A	20000321	200308 E
EP 1269299	A1	20030102	EP 2001914306	A	20010321	200310 E
			WO 2001SE584	A	20010321	
KR 2003009387	A	20030129	KR 2002711965	A	20020912	200336 E
CN 1418338	A	20030514	CN 2001806760	A	20010321	200355 E
JP 2003528386	W	20030924	JP 2001569597	A	20010321	200365 E
			WO 2001SE584	A	20010321	
US 7415501	B2	20080819	US 2000207881	P	20000530	200857 E
			US 2001813117	A	20010321	
KR 831105	B1	20080520	WO 2001SE584	A	20010321	200869 E
			KR 2002711965	A	20020912	

Priority Applications (no., kind, date): SE 2000944 A 20000321

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
WO 2001071471	A1	EN	25	5		
National Designated States,Original: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW						
Regional Designated States,Original: AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW						
SE 200000944	A	SV				
US 20010055036	A1	EN				Related to Provisional US 2000207881
AU 200139652	A	EN				Based on OPI patent WO 2001071471
SE 519013	C2	SV				
EP 1269299	A1	EN				PCT Application WO 2001SE584 Based on OPI patent WO 2001071471
Regional Designated States,Original: AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI TR						
JP 2003528386	W	JA	25			PCT Application WO 2001SE584 Based on OPI patent WO 2001071471
US 7415501	B2	EN				Related to Provisional US 2000207881
KR 831105	B1	KO				PCT Application WO 2001SE584 Previously issued patent KR 2003009387
						Based on OPI patent WO 2001071471

Alerting Abstract WO A1

NOVELTY - A user (5) creates an information file (17) which is inserted with a partial virtual pixel area (9) containing information entered by several other users. A transmitter transmits the information file through a network (3) which is received and updated by other users.

DESCRIPTION - An INDEPENDENT CLAIM is also included for electronic information providing method.

USE - For providing **advertisements** and chat web pages to the user **computer** systems which are connected to Internet.

ADVANTAGE - Enables user to read and write information anywhere within the virtual partial **area** by transmitting information through network which is updated by other users.

DESCRIPTION OF DRAWINGS - The figure shows diagrammatic **arrangement** in a **computer** system for providing electronic information.

- 3 Network
- 5 User
- 9 Partial virtual pixel **area**
- 17 Information file

Title Terms/Index Terms/Additional Words: ELECTRONIC; INFORMATION; SERVICE;
ARRANGE ; COMPUTER ; SYSTEM; FILE; VIRTUAL; PIXEL; AREA ; CONTAIN;
ENTER; USER

Class Codes

International Classification (Main): G06F-015/00, G06F-003/03

(Additional/Secondary): G06F-013/00

International Classification (+ Attributes)

IPC + Level Value Position Status Version

- G06F-0013/00 A I F R 20060101
- G06F-0015/00 A I L R 20060101
- G06F-0015/16 A I F B 20060101
- G06F-0003/033 A I R 20060101
- G06F-0003/048 A I R 20060101

G06F-0013/00 C I F R 20060101
G06F-0015/00 C I L R 20060101
G06F-0015/16 C I F B 20060101
G06F-0003/033 C I R 20060101
G06F-0003/048 C I R 20060101

ECLA: G06F-003/048A1

US Classification, Current Main: 709-205000, 715-758000

US Classification, Issued: 345758, 709205

File Segment: EngPI; EPI;

DWPI Class: T01; P85

Manual Codes (EPI/S-X): T01-C04X; T01-H07C3C; T01-H07C5E

23/5/24 (Item 24 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0010987871 - Drawing available

WPI ACC NO: 2001-612660/200171

XRFX Acc No: N2001-457387

Website - based announcement **transmission method for online transaction using Internet, involves determining announcement receiving party by recognizing the party location corresponding to geographical region**

Patent Assignee: NET DILIGENCE LTD (NETD-N)

Inventor: HORSWILL P

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
GB 2360372	A	20010919	GB 20006286	A	20000315	200171 B

Priority Applications (no., kind, date): GB 20006286 A 20000315

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
GB 2360372	A	EN	16	1	

Alerting Abstract GB A

NOVELTY - A set of databases (15,17,19,21) are maintained with an **announcement transmission criterion** for each party. Using the database, a party to receive the **announcement** is **determined**. When the **location** of party corresponds to the geographical region, the relevant **announcement** is transmitted.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

1. Computer server for transmitting announcements ;
2. Computer program product storing announcement programs

USE - For communicating **advertising / announcement** information about various manufactured products to **customers** by manufacturers in Internet based online transaction.

ADVANTAGE - Determines receiving validity of customers, thereby announcements are output effectively and hence ensures safety and health of consumers while using the products.

DESCRIPTION OF DRAWINGS - The figure shows the schematic view of server system.

15,17,19,21 Databases

Title Terms/Index Terms/Additional Words: BASED; ANNOUNCE; TRANSMISSION;

METHOD; TRANSACTION; DETERMINE; RECEIVE; PARTY; LOCATE; CORRESPOND;
GEOGRAPHICAL; REGION

Class Codes

International Classification (Main): G06F-017/60

(Additional/Secondary): G06F-017/30

ECLA: G06Q-030/00A

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-H07C1; T01-H07C5E; T01-H07C5S; T01-J05A;

T01-J05B4M; T01-S03

23/5/33 (Item 33 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0010356728 - Drawing available

WPI ACC NO: 2000-672364/200065

Related WPI Acc No: 2000-672359

XRPX Acc No: N2000-498488

Method for local advertising in Internet using computer system

Patent Assignee: SUN MICROSYSTEMS INC (SUNM)

Inventor: BAEHR G; BAEHR G S M I; GUPTA A; VENKATARAMAN S

Patent Family (5 patents, 86 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
WO 2000030008	A1	20000525	WO 1999US27061	A	19991112	200065 E
AU 200016253	A	20000605	AU 200016253	A	19991112	200065 E
EP 1131758	A1	20010912	EP 1999958991	A	19991112	200155 E
			WO 1999US27061	A	19991112	
JP 2002530700	W	20020917	WO 1999US27061	A	19991112	200276 E
			JP 2000582946	A	19991112	
US 6487538	B1	20021126	US 1998192874	A	19981116	200281 E

Priority Applications (no., kind, date): US 1998192874 A 19981116

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
WO 2000030008	A1	EN	56	5	
National Designated States,Original: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZA ZW					
Regional Designated States,Original: AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW					
AU 200016253	A	EN			Based on OPI patent WO 2000030008
EP 1131758	A1	EN			PCT Application WO 1999US27061
					Based on OPI patent WO 2000030008
Regional Designated States,Original: AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI					
JP 2002530700	W	JA	49		PCT Application WO 1999US27061
					Based on OPI patent WO 2000030008

Alerting Abstract WO A1

NOVELTY - The method involves obtaining information to be displayed and an advertisement in an advertisement slot. The advertisement in the advertisement slot is then replaced with another advertisement .

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:
1.a computer system for local advertising in Internet;
2.and a computer program product used in storing program for local advertising .

USE - For local **advertising** in Internet using **computer** system.

ADVANTAGE - Enables small **advertisers** to have their **advertisement** appear in **connection with** frequently used **web sites** . Utilizes profile and demographic information to **precisely target advertisements** to **specific** users.

DESCRIPTION OF DRAWINGS - The figure shows the flowchart of **advertisement** insertion according to method for **local advertising** in Internet.

Title Terms/Index Terms/Additional Words: METHOD; LOCAL; **ADVERTISE** ;
COMPUTER ; SYSTEM

Class Codes

International Classification (Main): G09F-019/00

(Additional/Secondary): **G06F-017/60**

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06F-0012/00	A	I	L	R	20060101
G06F-0013/00	A	I	L	R	20060101
G06F-0015/00	A	I	L	R	20060101
G06F-0017/30	A	I	L	R	20060101
G06Q-0010/00	A	I	L	R	20060101
G06Q-0030/00	A	I		R	20060101
G09F-0019/00	A	I	L	R	20060101
G06F-0012/00	C	I	L	R	20060101
G06F-0013/00	C	I	L	R	20060101
G06F-0015/00	C	I	L	R	20060101
G06F-0017/30	C	I	L	R	20060101
G06Q-0010/00	C	I	L	R	20060101
G06Q-0030/00	C	I		R	20060101
G09F-0019/00	C	I	L	R	20060101

ECLA: G06Q-030/00A

US Classification, Issued: 70514, 709219

File Segment: EngPI; EPI;

DWPI Class: T01; P85

Manual Codes (EPI/S-X): T01-H07C3C; T01-H07C5E; T01-J05A; **T01-S03**

23/5/34 (Item 34 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0010356723 - Drawing available

WPI ACC NO: 2000-672359/200065

Related WPI Acc No: 2000-672364

XRPX Acc No: N2000-498483

Method for local advertising in internet using computer software

Patent Assignee: SUN MICROSYSTEMS INC (SUNM)

Inventor: BAEHR G; BAEHR G S M I; GUPTA A

Patent Family (4 patents, 88 countries)

Patent Application

Number	Kind	Date	Number	Kind	Date	Update
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WO 2000030002	Al	20000525	WO 1999US26697	A	19991112	200065	B
AU 200024736	A	20000605	AU 200024736	A	19991112	200065	E
EP 1131762	Al	20010912	EP 1999968041	A	19991112	200155	E
			WO 1999US26697	A	19991112		
JP 2002535689	W	20021022	WO 1999US26697	A	19991112	200301	E
			JP 2000582940	A	19991112		

Priority Applications (no., kind, date): US 1998192874 A 19981116; US 1999343965 A 19990630

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
WO 2000030002	Al	EN	68	6		

National Designated States, Original: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Regional Designated States, Original: AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200024736	A	EN			Based on OPI patent	WO 2000030002
EP 1131762	Al	EN			PCT Application	WO 1999US26697
					Based on OPI patent	WO 2000030002

Regional Designated States, Original: AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE

JP 2002535689	W	JA	60		PCT Application	WO 1999US26697
					Based on OPI patent	WO 2000030002

Alerting Abstract WO Al

NOVELTY - A proxy is determined whether it agrees to terms for inserting one or more **advertisements**. The proxy transmits one or more **advertisement** in one or more **advertisement** slots, and the information to be displayed to a client after the information to be displayed and the location of one or more **advertisement** slots are transmitted to the proxy.

DESCRIPTION - The information to be displayed are transmitted to the proxy while withholding the location of one or more advertisement slots when proxy does not agree to terms for inserting one or more advertisements. The location of one or more advertisement slots is transmitted to the proxy when the proxy agrees to terms for inserting one or more advertisements. INDEPENDENT CLAIMS are also included for the following:

- 1.a computer system for local advertising in internet;
- 2.and a computer software used for local advertising in internet.

USE - For local advertising in internet using **computer** software.

ADVANTAGE - Prevents proxies to cheat or abscond with the **advertisement** slot without compensating the web server. Provides **negotiation** for inserting an **advertisement** wherein proxy is not informed of the **specific** location of the **advertisement** in a **web page** prior to agreeing to terms, e.g. price, for **advertisement** insertion. Uses downloadable module that contains **advertisement location** information but does not provide the **information** to the proxy or insert the **advertisement** until an agreement has been reached.

DESCRIPTION OF DRAWINGS - The figure shows the flowchart of inserting **advertisements** in accordance with the method for **local advertising** in internet using **computer** software.

Title Terms/Index Terms/Additional Words: METHOD; LOCAL; ADVERTISE;
COMPUTER; SOFTWARE

Class Codes

International Classification (Main): G09F-019/00

(Additional/Secondary): **G06F-017/60**

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06F-0013/00	A	I	L	R	20060101
G06F-0017/30	A	I	L	R	20060101
G06Q-0010/00	A	I	L	R	20060101
G06Q-0030/00	A	I		R	20060101
G09F-0019/00	A	I	L	R	20060101
G06F-0013/00	C	I	L	R	20060101
G06F-0017/30	C	I	L	R	20060101
G06Q-0010/00	C	I	L	R	20060101
G06Q-0030/00	C	I		R	20060101
G09F-0019/00	C	I	L	R	20060101

ECLA: G06Q-030/00A

File Segment: EngPI; EPI;

DWPI Class: T01; P85

Manual Codes (EPI/S-X): T01-H07C5E; T01-J05A2; **T01-S03**

23/5/37 (Item 37 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0009765719 - Drawing available

WPI ACC NO: 2000-052607/200004

XRPX Acc No: N2000-041069

Advertisements **scheduling and displaying method of WWW pages in network system**

Patent Assignee: FAIRALL D L (FAIR-I); HALL D (HALL-I); WODARZ D

(WODA-I)

Inventor: FAIRALL D L; HALL D; WODARZ D

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 5999912	A	19991207	US 199616674	P	19960501	200004 B
			US 1997850381	A	19970501	

Priority Applications (no., kind, date): US 199616674 P 19960501; US 1997850381 A 19970501

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 5999912	A	EN	7	2	Related to Provisional US 199616674

Alerting Abstract US A

NOVELTY - A set of **advertisements** that match the characteristics defined in **ad** tag are scanned. One of the matched **advertisements** is selected to display at location **associated** with **ad** tag. A **web page** code defining display and **link** characteristics is generated for selected **advertisement**, and is sent from server to client for display by browser program.

DESCRIPTION - A request from web page is received from client by a server. The coded information defining requested web page is accessed.

Then, it is judged if the coded information includes **ad** tags. Each **ad** tag defines an **associated** location on **web** **page** for **advertisement** and characteristics by **advertisements** that are displayed at that location. An **INDEPENDENT CLAIM** is also included for **computer** program.

USE - For managing **advertisements** on **WWW** pages in network system.

ADVANTAGE - Minimizes number of **advertisers** per web page and number of **advertisements** on web page, while minimizing number of viewers for each **advertiser**, since web page for a site is made more attractive by changing web pages on internet.

DESCRIPTION OF DRAWINGS - The figure shows flow chart of **advertisements** scheduling and displaying method.

Title Terms/Index Terms/Additional Words: **ADVERTISE**; **SCHEDULE**; **DISPLAY**; **METHOD**; **PAGE**; **NETWORK**; **SYSTEM**

Class Codes

International Classification (Main): **G06F-017/60**

ECLA: G06Q-030/00A

US Classification, Current Main: 705-014000; Secondary: 705-001000, 705-026000, 705-027000, 715-511000, 715-513000

US Classification, Issued: 70514, 70526, 70527, 7051, 707511, 707513, 345112, 345121, 345118, 345126

File Segment: **EPI**;

DWPI Class: **T01**

Manual Codes (EPI/S-X): **T01-J05A**

23/5/40 (Item 40 from file: 350)

DIALOG(R)File 350;Derwent WPIX

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0008418450 - Drawing available

WPI ACC NO: 1997-536104/199749

Related WPI Acc No: 1997-536052; 2000-328992

XREF Acc No: N1997-446263

Electronic mail system with advertising display - displays message on screen while user creates or reads mail and updates messages during modem connection time when user transmits or receives e-mail

Patent Assignee: ARDAI C E (ARDA-I); JUNO ONLINE SERVICES INC (JUNO-N);

JUNO ONLINE SERVICES LP (JUNO-N); MARSH B D (MARS-I); MC AULIFFE J D

(AULI-I); MORAES M A (MORA-I); RUDOLPH D B (RUDO-I); SHAW D E (SHAW-I)

Inventor: ARDAI C E; MARSH B D; MC AULIFFE J D; MCAULIFFE J D; MORAES M A;

RUDOLPH D B; SHAW D E

Patent Family (12 patents, 75 countries)

Patent			Application			
Number	Kind	Date	Number	Kind	Date	Update
WO 1997040514	A1	19971030	WO 1997US6026	A	19970411	199749 B
AU 199726113	A	19971112	AU 199726113	A	19970411	199811 E
US 5809242	A	19980915	US 1996636739	A	19960419	199844 E
EP 894329	A1	19990203	EP 1997917922	A	19970411	199910 E
			WO 1997US6026	A	19970411	
US 6014502	A	20000111	US 1996636739	A	19960419	200010 E
			US 1997948779	A	19971010	
AU 720221	B	20000525	AU 199726113	A	19970411	200034 E
AU 200022655	A	20000615	AU 199726113	A	19970411	200036 NCE
			AU 200022655	A	20000329	
US 6199106	B1	20010306	US 1996636739	A	19960419	200115 E

US 20010005855	A1	20010628	US 1998153145	A	19980914	
			US 1998153145	A	19980914	200138 NCE
			US 2001768273	A	20010125	
AU 745064	B	20020307	AU 199726113	A	19970411	200229 NCE
			AU 200022655	A	20000329	
CA 2251676	C	20021022	CA 2251676	A	19970411	200279 E
			WO 1997US6026	A	19970411	
US 6516341	B2	20030204	US 1998153145	A	19980914	200313 NCE
			US 2001768273	A	20010125	

Priority Applications (no., kind, date): US 1996636739 A 19960419; US 1997948779 A 19971010; US 1998153145 A 19980914; AU 200022655 A 20000329; US 2001768273 A 20010125

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
WO 1997040514	A1	EN	79	12		
National Designated States,Original: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG UZ VN YU						
Regional Designated States,Original: AT BE CH DE DK EA ES FI FR GB GH GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG						
AU 199726113	A	EN			Based on OPI patent	WO 1997040514
EP 894329	A1	EN			PCT Application	WO 1997US6026
					Based on OPI patent	WO 1997040514
Regional Designated States,Original: AT BE CH DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE						
US 6014502	A	EN			Division of application	US 1996636739
					Division of patent	US 5809242
AU 720221	B	EN			Previously issued patent	AU 9726113
					Based on OPI patent	WO 1997040514
AU 200022655	A	EN			Division of application	AU 199726113
					Division of patent	AU 720221
US 6199106	B1	EN			Continuation of application	US 1996636739
US 20010005855	A1	EN			Continuation of patent	US 5809242
US 1998153145					Continuation of application	US 6199106
AU 745064	B	EN			Division of application	AU 199726113
					Previously issued patent	AU 200022655
					Division of patent	AU 720221
CA 2251676	C	EN			PCT Application	WO 1997US6026
					Based on OPI patent	WO 1997040514
US 6516341	B2	EN			Continuation of application	US 1998153145
					Continuation of patent	US 6199106

Alerting Abstract WO A1

The electronic mail system (100) provides scheduled messages to a remote user (101) in a batch oriented system. While a user creates or reads mail,

a message is displayed on a portion of the local monitor, the message **changing** in accordance with the local **display** schedule and stored on a local storage **device**. When the **user** is ready to transmit or receive e-mail, a modem (102) connection is established with a remote server (104) which receives and transmits user's mail. The server also updates the user's local messages in accordance with a distribution schedule and when updating is completed the user's **computer** is disconnected from the remote e-mail server system (104).

ADVANTAGE - **Displays** targeted **advertisements** when users are off line

Title Terms/Index Terms/Additional Words: ELECTRONIC; MAIL; SYSTEM;
ADVERTISE ; DISPLAY; MESSAGE; SCREEN; USER; READ; UPDATE; MODEM; CONNECT;
 TIME; TRANSMIT; RECEIVE

Class Codes

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06F-0015/173	A	I	R	20060101
G06Q-0010/00	A	I	R	20060101
G06Q-0030/00	A	I	R	20060101
H04L-0012/58	A	I	R	20060101
H04L-0012/66	A	I	R	20060101
G06F-0015/16	C	I	R	20060101
G06Q-0010/00	C	I	R	20060101
G06Q-0030/00	C	I	R	20060101
H04L-0012/58	C	I	R	20060101
H04L-0012/66	C	I	R	20060101

ECLA: G06Q-010/00F2, G06Q-030/00A, H04L-012/58

US Classification, Current Main: 709-206000, 709-217000, 709-219000

; Secondary: 705-014000, 709-203000, 709-218000, 709-219000

US Classification, Issued: 709206, 709219, 70514, 395200.47, 395200.49,

709217, 709203, 709218, 709219, 709206, 709217

File Segment: EPI;

DWPI Class: T01; W01

Manual Codes (EPI/S-X): T01-H07C1; W01-A06E1; W01-A06G2; W01-A06X

23/5/41 (Item 41 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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0007786640 - Drawing available

WPI ACC NO: 1996-413135/199642

XRFX Acc No: N1996-347726

Transaction completing method for affiliated television or radio broadcast advertisement - broadcasting easy-to-use telephone number related to specific advertiser in particular geographic area from which responsive telephone calls are relayed to transaction processing centre dependent on time and origin

Patent Assignee: AT & T CORP (AMTT); AT & T IPM CORP (AMTT)

Inventor: MAYER D J

Patent Family (3 patents, 2 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
CA 2164896	A	19960628	CA 2164896	A	19951211	199642 B
US 5774534	A	19980630	US 1994364563	A	19941227	199833 E

			US 1997877894	A	19970618	
CA 2164896	C	20001121	CA 2164896	A	19951211	200065 E

Priority Applications (no., kind, date): US 1994364563 A 19941227; US 1997877894 A 19970618

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
CA 2164896	A	EN	42	8		
US 5774534	A	EN				Continuation of application US 1994364563
CA 2164896	C	EN				

Alerting Abstract CA A

The involves using a broadcast network with several local stations serving different geographic **areas**, easy-to-use **phone** numbers, and transaction processing centres. The method involves providing the broadcast network an easy to use telephone number and assigning that number to each local station so that **advertisers** include this number in direct-response **advertisements** broadcast to respective geographic **areas**.

An **advertisement** sponsored by a particular **advertiser** and including the telephone number is broadcast to the geographic **area**. In response to a call placed by a viewer/listener to the broadcast networks number located in the geographic **area**, the call is routed to a telecommunications network. Using information related to the telephone call, the identity of the particular **advertiser** is determined by relating the time interval in which the call was made and the geographic **area** from where it originated. The call is completed to the transaction processing centre **arranged** to process calls related to the determined **advertiser**.

ADVANTAGE - Reduces amount of resources spent on reinforcing customers **phone** number memory or on owning and dedicating easy to remember number. Permits determination of effectiveness of **advertisement** in each market, time slot, and television/radio show.

Title Terms/Index Terms/Additional Words: TRANSACTION; COMPLETE; METHOD; TELEVISION; RADIO; BROADCAST; **ADVERTISE**; EASY; TELEPHONE; NUMBER; RELATED; SPECIFIC; GEOGRAPHICAL; AREA; RESPOND; CALL; RELAY; PROCESS; CENTRE; DEPEND; TIME; ORIGIN

Class Codes

International Classification (+ Attributes)

IPC + Level Value Position Status Version

H04H-0009/00	A	I	R	20060101
H04M-0003/493	A	I	R	20060101
H04N-0007/16	A	I	R	20060101
H04H-0009/00	C	I	R	20060101
H04M-0003/487	C	I	R	20060101
H04N-0007/16	C	I	R	20060101

ECLA: H04H-020/38, H04H-060/63, H04H-060/94, H04M-003/493, H04N-007/16E3

ICO: T04N-007:16S25H, T04N-007:16S30

US Classification, Issued: 379142, 379112, 379113, 379128, 379133, 379209, 379219

File Segment: EPI;

DWPI Class: W01; W02

Manual Codes (EPI/S-X): W01-C02B7X; W01-C05B5A; W02-F04B; W02-F04X; W02-F05A3C

B. Patent Files, Full-Text

File 324:GERMAN PATENTS FULLTEXT 1967-200917
 (c) 2009 UNIVENTIO/THOMSON
 File 349:PCT FULLTEXT 1979-2009/UB=20090416|UT=20090409
 (c) 2009 WIPO/Thomson
 File 348:EUROPEAN PATENTS 1978-200916
 (c) 2009 European Patent Office

Set	Items	Description
S1	171839	(REMOTE OR DISTANT OR FARAWAY OR AWAY) (5N) (INFORMATION OR - INFO OR MATERIAL?? OR DATA OR CONTENT?? OR ENTITY OR ENTITIES OR BUSINESS??) OR WEBPAGE?? OR WEBSITE?? OR WEB() (PAGE?? OR SITE??) OR URL OR URLS OR UNIFORM(2N) LOCATOR??
S2	488723	CONTEXT? OR S1(5N) (SPECIFIC? OR RELAT???? OR INTERRELAT???? OR CONNECT???? OR ASSOCIAT? OR LINK??? OR CORRELAT? OR BASED)
S3	1098236	AD OR ADS OR ADVERT? OR COMMERCIAL? OR COUPON?? OR PROMOTION?? OR VOUCHER?? OR ANNOUNCEMENT??
S4	55718	S3(10N) (RULE OR RULES OR INSTRUCTION OR INSTRUCTIONS OR COMMAND OR COMMANDS OR STANDARD OR STANDARDS OR GUIDELINE OR GUIDELINES)
S5	948664	(USER OR CLIENT OR WIRELESS OR NETWORK OR INTERACTIVE) (5N) - DEVICE?? OR PC OR PCS OR COMPUTER?? OR PDA OR PDAS OR PIM OR - PIMS OR PID OR PIDS OR PMA OR PMAS OR (PERSONAL OR PRIVATE OR PORTABLE OR POCKET) (2N) (ASSISTANT? OR ORGANIZER? OR DEVICE? OR MANAGER??) OR CELLPHONE?? OR PHONE?? OR PALM() (PILOT?? OR TOP OR TOPS) OR SMARTPHONE?? OR BLACKBERRY? OR IPHONE OR IPHONES - OR ITOUCH??
S6	586035	(ADJUST???? OR CHANGE?? OR ALTER?? OR ALTERATION?? OR MODIFY?? OR MODIFY?? OR MODIFICATION?? OR ADAPT? OR ARRANG?) (- 10N) (DISPLAY OR DISPLAYS OR SCREEN OR SCREENS OR WINDOW OR WINDOWS OR POPUP?? OR POP() (UP OR UPS) OR AREA??)
S7	257309	(LOCAL? OR PLACE OR PLACES OR LOCATION?) (5N) (DETERMINE? OR - CALCULATE? OR FIGURE? OR ASCERTAIN? OR ESTABLISH? OR DECIDE??)
S8	4678	S2(S)S3(S)S5
S9	292	S8(S)S7
S10	67	S9(S)S6
S11	78275	(X OR Y) () (AXIS OR AXES)
S12	231077	TIME(5N) DELAY?? OR POSTPONE?
S13	11	S10 AND IC=(G06F-017/60 OR G06F-0017/60 OR G06F-030/00 OR - G06F-0030/00)
S14	33	S10 AND IC=G06F
S16	0	15
S17	0	IC=G06F-017/60
S18	0	IC=G06F-0017/60
S19	0	IC=G06F-030/00
S20	24	S9(S) (S11 OR S12)
S21	9	S20 AND IC=G06F
S22	421	S2(S)S4(S)S5
S23	68	S22(S)S7
S24	38	S23 AND IC=G06F
S25	18	S23 AND IC=(G06F-017/60 OR G06F-0017/60 OR G06F-030/00 OR - G06F-0030/00)
S26	9865	S2(15N)S3
S27	1470	S26(30N)S5
S28	24	S27(30N)S7

S29 6 S28 AND IC=G06F
 S30 35 S13 OR S21 OR S25 OR S29
 S31 32 S30 AND AY=1900:2003
 S32 32 IDPAT (sorted in duplicate/non-duplicate order)
 S33 32 IDPAT (primary/non-duplicate records only)

33/3,K/2 (Item 2 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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02334521

Method of and system for enabling brand-image communication between vendors and consumers

Verfahren und System zur Ermöglichung der Markenbilder-Kommunikation zwischen Händlern und Verbrauchern

Procede et systeme pour activer une communication d'image de marque entre les vendeurs et les consommateurs

PATENT ASSIGNEE:

IPF, Inc., (2541021), Soundview Plaza, 1266 East Main Street, Stamford, CT 06902, (US), (Applicant designated States: all)

INVENTOR:

Perkowski, Thomas J., 10 Waldon Road, DarienConnecticut 06820, (US)

LEGAL REPRESENTATIVE:

Dunlop, Hugh Christopher et al (59552), R G C Jenkins & Co. 26 Caxton Street, London SW1H 0RJ, (GB)

PATENT (CC, No, Kind, Date): EP 1841195 A1 071003 (Basic)

APPLICATION (CC, No, Date): EP 2007011587 001117;

PRIORITY (CC, No, Date): US 441973 991117; US 447121 991122; US 465859 991217; US 483105 000114; US 599690 000622; US 641908 000818; US 695744 001024

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LU; MC; NL; PT; SE; TR

RELATED PARENT NUMBER(S) - PN (AN):

EP 1616266 (EP 2000980530)

INTERNATIONAL CLASSIFICATION (V8 + ATTRIBUTES):

IPC + Level Value Position Status Version Action Source Office:

H04N-0001/00 A I F B 20060101 20070827 H EP

G06Q-0030/00 A I L B 20060101 20070827 H EP

G06F-0017/30 A I L B 20060101 20070827 H EP

ABSTRACT WORD COUNT: 199

NOTE:

Figure number on first page: 2B1

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200740	2554
SPEC A	(English)	200740	150234
Total word count - document A			152788
Total word count - document B			0
Total word count - documents A + B			152788

INTERNATIONAL CLASSIFICATION (V8 + ATTRIBUTES):

IPC + Level Value Position Status Version Action Source Office:

... **G06F-0017/30** A I L B 20060101 20070827 H EP

...SPECIFICATION of wireless mobile Internet-enabled access terminals that may be used to realize the client **computer** subsystems of the present invention. For example, recently 3COM, Inc. introduced into its **commercial** product line the **Palm Pilot VII Wireless Hand-Held Internet Access Terminal**, which is similar in many respects to the...

33/3,K/5 (Item 5 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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01888484

Systems and methods for secure transaction management and electronic rights protection

Systeme und Verfahren zur gesicherten Transaktionsverwaltung und elektronischem Rechtsschutz

Systemes et procedes de gestion de transactions securisees et de protection de droits electroniques

PATENT ASSIGNEE:

Intertrust Technologies Corp., (2434320), 460 Oakmead Parkway, Sunnyvale, CA 94086-4708, (US), (Applicant designated States: all)

INVENTOR:

Ginter, Karl L., 10404 43rd Avenue, Beltsville, Maryland 20705, (US)

Shear, Victor H., 5203 Battery Lane, Bethesda, Maryland 20814, (US)

Spahn, Francis J., 2410 Edwards Avenue, El Cerrito, California 94530, (US)

Van Wie, David M., 1780 East 25th Avenue, Eugene, OR 97403, (US)

LEGAL REPRESENTATIVE:

Smith, Norman Ian et al (36041), fJ CLEVELAND 40-43 Chancery Lane, London WC2A 1JQ, (GB)

PATENT (CC, No, Kind, Date): EP 1526472 A2 050427 (Basic)

EP 1526472 A3 060726

APPLICATION (CC, No, Date): EP 2004078254 960213;

PRIORITY (CC, No, Date): US 388107 950213

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; LU; MC; NL; PT; SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 861461 (EP 96922371)

INTERNATIONAL PATENT CLASS (V7): **G06F-017/60** ; G06F-009/46

INTERNATIONAL CLASSIFICATION (V8 + ATTRIBUTES):

IPC + Level Value Position Status Version Action Source Office:

G06F-0001/00 A I F B 20060101 20060616 H EP

G06F-0009/46 A I L B 20060101 20050309 H EP

ABSTRACT WORD COUNT: 151

NOTE:

Figure number on first page: 75

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
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CLAIMS A	(English)	200517	355
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SPEC A	(English)	200517	167222
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Total word count - document A	167604
-------------------------------	--------

Total word count - document B	0
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Total word count - documents A + B	167604
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INTERNATIONAL PATENT CLASS (V7): **G06F-017/60** ...

...SPECIFICATION VDE can support "real" commerce in an electronic form, that is the progressive creation of **commercial** relationships that form, over time, a network of interrelated agreements representing a value chain business...incorporated into, for example, a fax/modem chip or chip pack, I/O controller, video **display** controller, and/or other available digital processing **arrangements** . It is anticipated that portions of the present invention's VDE secure hardware capabilities may...

...of the most relevant portions of information from an information product and cause the automatic **display** to the user of information describing search criteria hits for user selection or the automatic...of said portions, for example, maintain content in securely stored form while allowing "temporary" on **screen display** of content or allowing a software program to be maintained in secure form but transiently... installation. For example, designing a hardware based VDE secure subsystem into an electronic appliance VDE **display** device, and designing said subsystem's integration with said **display** device so that it is as close as possible to the point of display, will...provides at least enough processing capabilities to support the secure parts of processes shown in **Figure 3**. In some contexts, the functions of SPU 500 may be increased so the SPU...

...addressing and refresh circuitry that "shuffles" the location of bits to complicate efforts to electrically **determine** the value of memory **locations** . These and other techniques may contribute to the security of barrier 502.

In some electronic...validation. It may also support secure communications between SPE 503 and an external node or **device** (e.g., a VDE administrator or distributor). It may support the following examples of authentication...

33/3,K/6 (Item 6 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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01869029

Systems and methods for secure transaction management and electronic rights protection

Systeme und Verfahren zur gesicherten Transaktionsverwaltung und elektronischem Rechtsschutz

Systemes et procedes de gestion de transactions securisees et de protection de droits electroniques

PATENT ASSIGNEE:

ELECTRONIC PUBLISHING RESOURCES, INC., (976840), 460 Oakmead Parkway, Sunnyvale, CA 94086-4708, (US), (Applicant designated States: all)

INVENTOR:

Ginter, Karl L., 10404 43rd Avenue, Beltsville, Maryland 20705, (US)
Shear, Victor H., 5203 Battery Lane, Bethesda, Maryland 20814, (US)
Spahn, Francis J., 2410 Edwards Avenue, El Cerrito, California 94530, (US)

Van Wie, David M., 1250 Lakeside Drive, Sunnyvale, California 94086, (US)

LEGAL REPRESENTATIVE:

Smith, Norman Ian et al (36041), fJ CLEVELAND 40-43 Chancery Lane, London WC2A 1JQ, (GB)

PATENT (CC, No, Kind, Date): EP 1515216 A2 050316 (Basic)

EP 1515216 A3 050323

APPLICATION (CC, No, Date): EP 2004078194 960213;

PRIORITY (CC, No, Date): US 388107 950213
 DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; LU; MC;
 NL; PT; SE
 RELATED PARENT NUMBER(S) - PN (AN):
 EP 861461 (EP 96922371)
 INTERNATIONAL PATENT CLASS (V7): G06F-001/00; **G06F-017/60**
 ABSTRACT WORD COUNT: 144
 NOTE:
 Figure number on first page: 75C

LANGUAGE (Publication,Procedural,Application): English; English; English
 FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200511	276
SPEC A	(English)	200511	167210
Total word count - document A			167486
Total word count - document B			0
Total word count - documents A + B			167486

...INTERNATIONAL PATENT CLASS (V7): **G06F-017/60**

...SPECIFICATION This information may be at one location or dispersed across (and/or moving between) multiple **locations**. The information may pass through a "chain" of distributors and a "chain" of users. Usage... methods) that may be variously aggregated together to form control methods for electronic commerce applications, **commercial** electronic agreements, and data security arrangements. VDE provides a secure operating environment employing VDE foundation...

...deliver such information securely, parties to an electronic agreement need not trust the accuracy of **commercial** usage and/or other information delivered through means other than those under control of VDE ...

...to be served and it can bind such participants together in a universe wide, trusted **commercial** network that can be secure enough to support very large amounts of commerce. VDE's...of said portions, for example, maintain content in securely stored form while allowing "temporary" on **screen display** of content or allowing a software program to be maintained in secure form but transiently...and content. For example, smart objects may travel to and/or from remote information resource **locations** and fulfill requests for electronic information content. Smart objects can, for example, be transmitted to...

...installation. For example, designing a hardware based VDE secure subsystem into an electronic appliance VDE **display** device, and designing said subsystem's integration with said **display** device so that it is as close as possible to the point of display, will...FIGURE 15A is an example of a channel header and channel detail records shown in **FIGURE 15**;

...with many different types of appliances 600. For example, it can work with large mainframe **computers**, "minicomputers" and "microcomputers" such as personal **computers** and **portable** computing **devices**. It can also work in control boxes on the top of television sets, small portable ...

33/3,K/9 (Item 9 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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01196727 **Image available**

GEOGRAPHIC LOYALTY SYSTEM AND METHOD

SYSTEME ET PROCEDE DE FIDELISATION GEOGRAPHIQUE

Patent Applicant/Assignee:

AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY INC, American Express
Tower, World Financial Center, New York City, NY 10285-4900, US, US
(Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

COHAGAN Perry A, 150 Columbia Heights, Brooklyn, NY 11201, US, US
(Residence), US (Nationality), (Designated only for: US)
MAYER Birgitta, 302 East 88th Street, #4J, New York, NY 10128, US, US
(Residence), US (Nationality), (Designated only for: US)
MENICHILLI Julia, 42 Buckminster Lane, Manhasset, NY 11030, US, US
(Residence), VE (Nationality), (Designated only for: US)
VOLTMER Theodore S, 51 Birkendene Road, Caldwell, NJ 07006, US, US
(Residence), US (Nationality), (Designated only for: US)
WOOD-KULKU Penelope, 187 Hicks Street, Brooklyn, NY 11201, US, US
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

BERSCHADSKY Jonathan (agent), Fitzpatrick, Cella, Harper & Scinto, 30
Rockefeller Plaza, New York, NY 10112-3801, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200503903 A2-A3 20050113 (WO 0503903)
Application: WO 2004US20396 20040623 (PCT/WO US2004020396)
Priority Application: US 2003482644 20030626; US 2004708570 20040311

Designated States:

(All protection types applied unless otherwise stated - for applications
2004+)

AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM
DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC
LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NA NI NO NZ OM PG PH PL PT RO
RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PL PT RO
SE SI SK TR
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
(AP) BW GH GM KE LS MW MZ NA SD SL SZ TZ UG ZM ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 20061

Main International Patent Class (v7): **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... for various numbers of points in a geographic area; select an award in
a geographic **area** ; receive redemption information in a geographic **area**
; view points **adjustments** ; redeem reward points for a selected award in
a geographic **area** ; request and/or receive a reward points advisory
statement; receive information regarding where and how...

...in a geographic area; receive information relating to any applicable
fees; receive information regarding marketing **promotions** in a

geographic area; and/or view a directory of participating retailers, manufacturers, and/or...

33/3,K/12 (Item 12 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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01043254 **Image available**

METHOD AND SYSTEM FOR TRACKING AND PROVIDING INCENTIVES AND BEHAVIORAL INFLUENCES RELATED TO MONEY AND TECHNOLOGY

PROCEDE ET SYSTEME DE SUIVI ET D'OCTROI D'INCITATIONS A DES TACHES ET ACTIVITES ET AUTRES DOMAINES DE COMPORTEMENT TOUCHANT A L'ARGENT, AUX INDIVIDUS, A LA TECHNOLOGIE, ET AUTRES VALEURS

Patent Applicant/Inventor:

MARSHALL T Thaddeus, 7 Clover Leaf Court, Medford, NJ 08055, US, US
(Residence), US (Nationality)

Legal Representative:

ROSENTHAL Robert E (agent), Duane, Morris LLP, One Liberty Place,
Philadelphia, PA 19103, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200373236 A2-A3 20030904 (WO 0373236)

Application: WO 2003US5982 20030227 (PCT/WO US03005982)

Priority Application: US 2002360347 20020227; US 2002361794 20020305; US
2002364237 20020313; US 2002364448 20020314; US 2002370518 20020404; US
2002394827 20020709; US 2002403166 20020813; US 2002413270 20020924; US
2002414860 20020930; US 2002416135 20021003; US 2002416288 20021004; US
2002418413 20021015; US 2002421170 20021025; US 2002422042 20021028; US
2002427787 20021119; US 2002429596 20021126; US 2002430542 20021202; US
2002433921 20021216; US 2003439306 20030109

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SK
SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT SE SI
SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 66639

Main International Patent Class (v7): G06F-017/60

Fulltext Availability:

Detailed Description

Claims

Claim

... developed in the future, may also be employed. The order of the invitation and the **display** may be **altered**. For example, the individual may be informed, at any point before display of the map... server or by other means of communications, to furnish personal information, in exchange for obtaining **coupons** or other benefits that

may or may not be time sensitive and may be redeemed...web page provided by the map server, to furnish personal information, in exchange for obtaining **coupons** or other benefits that may or may not be time sensitive and may be redeemed system, and one or more steps in the process may be carried out by **computer** software, stored on media readable by **computer** hardware and/or transmitted electronically, running on **computer** hardware and containing instructions causing the hardware to execute the steps of the method. The invention may also be embodied in a **computer** system having means, in the form of **computer** hardware and software, for accomplishing the steps of the method. It will be understood that as e-mail, displayed on cell **phones** , **PDA** 's and other devices having such capability, and in other manners. 10002431 A map or...

...A map or directions may be provided via alternate means, such as cellular telephone or **PDA** or other **portable** electronic **device** . Maps and directions may include reference to physical commerce locations near or along routes or...to a particular offer, benefit, reservation, order, or other item, at a virtual or physical **commercial** location, such as discounts in stores or hotels, reservations at hotels or restaurants, ticket purchases...

...unconditionally entitled. These codes may be provided via the in-vehicle communication system, or other **portable** electronic **device** . This information may be recorded and individuals ...useful if telemarketing activity generates sales but customers do not provide account information over the **phone** . In addition, a separated purchase/payment approach may apply in this **context** so that payment occurs at a later time in stores, and/or payments occur through...electronic communications for interactions, purchases, payments, money transfers and other purposes, as well as from **computers** , physical commerce locations or ...other communications means to in-vehicle communications. [0002481 Other means of communications, such as cell **phones** , **PDA** 's or wireless **computer** communications, provided by entities other than providers of in-vehicle communications systems may be employed...method, through an interaction at a physical commerce location, via a network connection to a **computer** , or through some other manner of communication. The components of a transaction may be divided...a third party administrator or others. Such tasks or activities may include clicking through an **advertising** presentation ...presented to consumers. These surveys may be presented on line, at websites or via other **computer** communications, via telephone, e-mail, or hard copy form and/or various combinations of one ...the icon, the consumer may be provided with a request for personal information or an **advertisement** . Additional information of use to a retailer, such as the consumer's location information, may...of processing, or for checking persons within a maximum time threshold permitted individually and over **time** , **time** of inconvenience or **delay** individuals experience during the process and on other grounds. Supervisors or others may be able...

...and who justify a departure from the applicable time-sensitive guidelines that may be in **place** to **determine** the number of credits or points to award in the program or the value or...speed and the quality of the personal interaction and regarding other criteria. [0003381 In the **context** of searching for items, such as in the **context** of airport security screeners and guards, an incentive may ...preferred methods, possibly by or within preferred dates may be included, possibly in a

single **promotion** . These methods may be combined or coordinated with other methods described herein.
Conformity with Desired...or in other manners. Rewards may be provided for watching anything deemed relevant in any **context** described herein.
Individuals may be rewarded for volunteering to sign up

33/3,K/13 (Item 13 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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01017725

CONTEXT SENSITIVE ADVERTISEMENT DELIVERY FRAMEWORK

STRUCTURE DE DIFFUSION PUBLICITAIRE SENSIBLE AU CONTEXTE

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200346790 A1 20030605 (WO 0346790)

Application: WO 2002US38073 20021127 (PCT/WO US0238073)

Priority Application: US 2001333587 20011127

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS
LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK
SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZW
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 5480

Main International Patent Class (v7): **G06F-017/60**

Fulltext Availability:

Detailed Description

Claims

English Abstract

A system, method and **computer** program product are provided for **context**
-sensitive **advertising** . Initially, a signal is received from a mobile
wireless device . Next, an identifier associated with the mobile
wireless device is identified after which a state of the mobile
wireless device is **ascertained** . Still yet, a **location** of the
mobile wireless device is **determined** . The identifier, state, and
location are then updated in a profile database utilizing a context
engine. Next, the location of...

Detailed Description

... to more effectively target advertisements to mobile users.

Claim

1. A method for **context** -sensitive advertising, comprising:
receiving a signal from a mobile wireless device;
identifying an identifier associated with the mobile wireless device;
ascertaining a state of the mobile **wireless device** ;
determining a location of the mobile wireless device;
updating the identifier, state, and location in a profile database
utilizing a context engine;
associating the location of the mobile **wireless device** and a landmark
in the profile database;
selecting advertisements from an advertisement database based on the
identifier, state, location, and landmark of the mobile **wireless
device** utilizing. the **context** engine; and
transmitting the **advertisements** to the mobile **wireless device** .

2 The method as recited in claim 1 , wherein the **wireless device** is
selected from the group consisting of a **personal digital assistant** , a
palm - top computer, a lap-top computer, and a cellular phone.

3 The method as recited in...controlling the operation thereof in
accordance with policies identified utilizing the profile information.

15 A **computer** program product for **context** -sensitive advertising ,
comprising:
computer code for receiving a signal from a mobile **wireless device** ;
computer code for identifying an identifier associated with the mobile
wireless device ; ascertaining a state of the mobile **wireless device** ;
computer code for **determining** a **location** of ...operation thereof in
accordance with policies identified utilizing the profile information.

29 A system for **context** -sensitive advertising, comprising:
a mobile wireless device for transmitting a signal;
a context engine in communication with the mobile wireless device for
identifying an identifier associated with the mobile **wireless device** ,
ascertaining a state of the mobile **wireless device** , and determining a
location of the mobile wireless device; a first database coupled to the
context engine for storing the identifier, state, and location of the mobile
wireless device ;
said context engine further adapted for associating the location of the
mobile **wireless device** and a landmark in the profile database;
a second database coupled to the **context** engine for storing **advertisements** that
are retrieved by the **context** engine based on the identifier, state, location, and
landmark of the mobile **wireless device** ; and
wherein the advertisements are transmitted to the mobile **wireless
device** .

33/3,K/14 (Item 14 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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01008563 **Image available**

**MEDIA AND ADVERTISEMENT DISTRIBUTION AND TRACKING SYSTEM AND METHOD OF
OPERATION THEREOF
SYSTEME DE DIFFUSION ET DE SUIVI DE SUPPORTS ET D'ANNONCES PUBLICITAIRES,
ET SON PROCEDE DE FONCTIONNEMENT**

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200338543 A2-A3 20030508 (WO 0338543)

Application: WO 2002IN214 20021018 (PCT/WO IN2002000214)

Priority Application: US 200132508 20011027

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI
SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW

(All protection types applied unless otherwise stated - for applications
2004+)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI
SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 5069

International Patent Class (v7): **G06F-017/60**

Fulltext Availability:

Detailed Description

Claims

Claim

... described above, the playback rules include aspects selected from the
group consisting of: (1) geographic **location** of the remote players, (2)
establishment type in which the remote players are located, (3) ...
like the playback rules, may include aspects selected from the group
consisting of. (1) geographic **location** of the remote players, (2)
establishment type in which the remote players are located, (3)
demographics of establishment in which the aspects selected from the
group consisting of. (1) geographic **location** of the remote players, (2)
establishment type in which the remote players are located, (3)
demographics of establishment in which the...consonant with that same

Slim Whitman song. Therefore, the advertising schedules contained in the QJani **advertising** schedules database 142 are determined based on **advertising rules**. The **advertising rules** may be restrictive, preferential or nonrestrictive. In other words, one **advertising rule** may call for a particular **advertisement** not to be played at some times or under some circumstances (restrictive). Another **advertising rule** may prefer that a particular **advertisement** be played proximate the playing of some particular piece of media (preferential). Yet another **advertising rule** may allow an **advertisement** to be played anywhere at any time (nonrestrictive).

In deciding what the ultimate advertising schedules are to be, a person (manually) or the advertisement server 140 itself (automatically) assigns **advertisements** that are subject to the most restrictive **advertising rules** first, followed by those subjected to ever less restrictive **advertising rules**, and finally followed by those that are least restricted. Those skilled in the pertinent art...almost always involved in the process of determining when, where, how often, and in what **context** their advertisements are

12
played. By retrieving advertisement play information from the remote players, the...205, wherein it is desired to distribute media and advertisements to remote players via a **computer** network and track their playing. In a step 210, media (e.g., audio music...loaded into an advertisement server. Advertisers themselves may have direct access to upload their own **commercials**. Then, in a step 225, **advertising rules** are formulated and employed to build **advertising** schedules. In a step 230, the advertising schedules are loaded into an advertisement server. As...

...themselves may have direct access to the schedules to modify them. The nature of these **advertisement rules** and **advertisement** schedules has been discussed at length above. Then, in a step 235, skins and skin ...

...step 240, the media is distributed to the remote players according to the corresponding playback **rules**. Then, in a step 245, the **advertisements** are distributed to the remote players according to the corresponding advertising schedules. Next, in a...advertising and skins are created, distributed and tracked as called for by the various playback **rules**, **advertising** schedules and skin **rules**, and **advertisers** are billed and pay for **advertising** played. Although the present invention has been described in detail, those skilled in the art ...

33/3,K/15 (Item 15 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00948149 **Image available**

DISTRIBUTED LINK PROCESSING SYSTEM FOR DELIVERING APPLICATION AND
MULTI-MEDIA CONTENT ON THE INTERNET
SYSTEME DE TRAITEMENT DE LIAISON REPARTIE AFIN DE DISTRIBUER DES
APPLICATIONS ET DES CONTENUS MULTIMEDIA SUR L'INTERNET

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Legal Representative:
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Patent and Priority Information (Country, Number, Date):
Patent: WO 200282292 A1 20021017 (WO 0282292)
Application: WO 2002US10309 20020403 (PCT/WO US0210309)
Priority Application: US 2001826147 20010405
Designated States:
(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)
AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI
SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
(EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 28060

Main International Patent Class (v7): **G06F-015/16**

Fulltext Availability:

Detailed Description
Claims

Claim

... utilization for an example embodiment of a system using the link or connection server 1606. **Figure 16** shows a **local** web developer workstation 1602 containing a memory store 1624, a media clip MMF and the ...receiving the signal. For example, the vertical line 1800 represents the web developer's local **computer**. The nonvertical lines ...**Figure 18**, the request to play a media clip 1836 is transmitted from the client **computer** 1812 to the client **computer**'s ISP 1810. The ISP 1810 then forwards the request 1814 to the frinetnet 1808...The Streaming server initiates a sequence of transmissions 1822 directed at the requesting client's **computer** 1812 via the Internet 1808 and the requesting client's ISP 1810. At some point the transmissions 1822 from the streaming server cease and the user, after a **time delay**, issues a new page request 1824 to the web server 1802. The request is initially... requesting client's ISP 1810 and is subsequently transmitted 1834 to the requesting client's **computer** 1812 where it is displayed. [0225] **Figure 18** thus illustrates the fact that the web...the AutoGenerateProcess of the present invention used to construct an html reference tag directing a **website** user content request to the **link** or connection server is 1 5 available. Also, as would be evident to those of...the web developer may create conversions of all media files before generating any link or connection server tags or updating any **web pages**. Also, a web developer may convert a single file into all desired fon-nats and...9) Upload(Web page, Web server) (20)
End. (*uploading the website on the developer's **computer** to the web server*)

(21)

10235] As described in the above algorithm on line 1...ISP 2226 before being directed 2260 to the client's machine 2228 for display. Page **promotion** is referred to generically as 2280 with requests between the user's **computer** 2228 referred to as 2280 and requests transmitted to the internet referred to as 2248...the system of the present invention, the request is routed 2266 to the link or **connection** server 2272 instead of the **website** owner's web server 2206. A media type recognizer 2216 determines that a Windows Media...

33/3,K/16 (Item 16 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00842385 **Image available**

PERSONAL COMMUNICATION DEVICE FOR SCHEDULING PRESENTATION OF DIGITAL CONTENT

PROCEDE ET APPAREIL DE PLANIFICATION DE LA PRESENTATION D'UN CONTENU NUMERIQUE SUR UN DISPOSITIF DE COMMUNICATION PERSONNEL

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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200176120 A2-A3 20011011 (WO 0176120)
Application: WO 2001US11055 20010404 (PCT/WO US0111055)
Priority Application: US 2000194644 20000404; US 2000229235 20000831; US
2000232063 20000912; US 2000745617 20001220

Parent Application/Grant:

Related by Continuation to: US 2000745617 20001220 (CIP)

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM
TR TT TZ UA UG US UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 51119

...International Patent Class (v7): **G06F-013/00**

Fulltext Availability:

Detailed Description

Claims

Claim

... places which the user frequents. This is depicted in simplified form in the view of **Figure 1 C. Location**-aware wireless communication appliances D1, D21 D31 D4, and D5 interact with corresponding users and network 1 1 in order to **determine** the identity of different " **places** " which are frequented by the individual users. A particular user is associated with a particular...

...This is necessary in order to protect the privacy of the user. in the first **commercial** implementation of the present invention, the users will likely be adolescents, so there are additional...

...portion of one exemplary day. As is shown, the graph of Figure 1D includes an **x - axis** which is representative of a time period from 6:00 a.m. to 8:00 p.m. and a **y - axis** which is a histographic representation of five previously-identified locations L1 through L5. As is...for the user. When this is done over relatively long intervals of time, an accurate **location** and time profile may be **established** for this particular user. For example, if location and time are monitored in this manner...

...or qualitative conclusion relating to the reliability of such a profile. Once a time and **location** profile is **established** for a particular user, network 1 1 may more intelligently manage digital messages, also referred...

33/3,K/25 (Item 25 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00769406 **Image available**

**INTEGRATED BUSINESS-TO-BUSINESS WEB COMMERCE AND BUSINESS AUTOMATION SYSTEM
SYSTEME INTEGRE D'AUTOMATISATION DES ECHANGES COMMERCIAUX ENTRE ENTREPRISES
PAR L'INTERNET**

Patent Applicant/Inventor:

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Legal Representative:

COVERSTONE Thomas E (agent), Burns, Doane, Swecker & Mathis, LLP, P.O.

Box 1404, Alexandria, VA 22313-1404, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200102927 A2-A3 20010111 (WO 0102927)

Application: WO 2000US16739 20000616 (PCT/WO US0016739)

Priority Application: US 99334688 19990617

Parent Application/Grant:

Related by Continuation to: US 99334688 19990617 (CON)

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM DZ EE ES
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU

LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR
TT TZ UA UG US UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 51133

Main International Patent Class (v7): **G06F-017/60**
Fulltext Availability:
Detailed Description
Claims

Claim

... balance is shown, together with an explanation, the journal reference number, and the amount. This **screen display** may be used to **modify** account information as necessary. For accounts receivable, a correspondence between line items on a customer...contents is to be a local balance, a linked field (from another report), or a **calculated** field. In the illustrated example, **local** balance is selected, and the user selects an account from the chart of accounts pop...illustrates a supply/assembly chain. User demand information is gathered by a user following a **URL link** from a customer **Web site**. The **link** accesses the present WERP software. Using the software, the user creates a quote. Assuming the...

...order information may be conveyed to a hierarchy of suppliers. In the case of a **computer**, for example, the vendor may be Ingram and the manufacturer may be Compaq. Compaq's...Product List (PPL) is a user-specific list of frequently-purchased products. A Product ID (**PID**) is a collection of products (usually related) saved under a single identifier. In...

33/3,K/27 (Item 27 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00761422

BUSINESS ALLIANCE IDENTIFICATION SYSTEME, PROCEDE ET ARTICLE DE PRODUCTION POUR L'IDENTIFICATION D'ALLIANCES COMMERCIALES DANS UN CADRE D'ARCHITECTURE RESEAU

Patent Applicant/Assignee:

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Legal Representative:

BRUESS Steven C (agent), Merchant, Gould, Smith, Edell, Welter & Schmidt,
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Patent and Priority Information (Country, Number, Date):

Patent: WO 2000/73928 A2-A3 20001207 (WO 0073928)
Application: WO 2000US14375 20000524 (PCT/WO US0014375)

Priority Application: US 99320816 19990527

Designated States:

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AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM DZ EE ES
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR
TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AF) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

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Fulltext Word Count: 149371

Main International Patent Class (v7): **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... that would be provided in any type of new business offering. In operation 24 of **Figure 1A**, the components of the system are indicia coded in order to convey information regarding...this facility is extremely desirable, and must be built into the requirements, Assess incidents automatically, **based** on previous experience and rules Knowledge and case based incident management systems are becoming prevalent...

33/3,K/28 (Item 28 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00737982 **Image available**

MASS GENERATION OF INDIVIDUAL VIRTUAL SERVERS, VIRTUAL WEB SITES AND VIRTUAL WEB OBJECTS

GENERATION EN MASSE DE SERVEURS VIRTUELS INDIVIDUELS, DE SITES WEB VIRTUELS ET D'OBJETS WEB VIRTUELS

Patent Applicant/Inventor:

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WOLLSCHLAGER Linda, 24 Arbor Circle, Natick, MA 01760, US, US (Residence), US (Nationality)

Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200050969 A2-A3 20000831 (WO 0050969)

Application: WO 2000US4804 20000225 (PCT/WO US0004804)

Priority Application: US 99122087 19990226

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CZ DE DK DM EE ES FI GB GD
GE GH GM HR HU ID IL IN IS JP KE KG KR KZ LC LK LR LS LT LU LV MA MD MG
MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ
VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

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Fulltext Word Count: 20108

Main International Patent Class (v7): **G06F-015/16**

International Patent Class (v7): **G06F-007/00** ...

... **G06F-017/30** ...

... **G06F-017/60**

Fulltext Availability:

Detailed Description

Claims

Claim

...in request

against contact database for validity of promotion

812

Check authentication for virtual private **website**

814

Fill **webpage** content dynamically **based** on host name, authentication
and stage of promotion

816

Accept user input based on privileges...

...visit and purchase

Figure 9

SUBSTITUTE SHEET (RULE 26)

/15

1020

Establish contact database for a **promotion**

1030

Generate unique directory name for contact **specific** URL from contact database

1050

Program **promotion** content for **web** **page** corresponding to contact **specific** URL

1060

Notify contact about contact **specific** URL

1070

Monitor activity at resource of contact **specific** URL

Case 1 108 Case 2

Based on stage of Promotion 1090

End promotion and

Update **local** directory names

on website

IV. Text Search Results from Dialog

A. NPL Files, Abstract

File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
 (c) 2002 Gale/Cengage
 File 474:New York Times Abs 1969-2009/Apr 24
 (c) 2009 The New York Times
 File 475:Wall Street Journal Abs 1973-2009/Apr 23
 (c) 2009 The New York Times
 File 35:Dissertation Abs Online 1861-2009/Mar
 (c) 2009 ProQuest Info&Learning
 File 65:Inside Conferences 1993-2009/Apr 23
 (c) 2009 BLDSC all rts. reserv.
 File 99:Wilson Appl. Sci & Tech Abs 1983-2009/Feb
 (c) 2009 The HW Wilson Co.
 File 256:TecInfoSource 82-2009/Jan
 (c) 2009 Info.Sources Inc
 File 2:INSPEC 1989-2009/Apr W1
 (c) 2009 Institution of Electrical Engineers

Set	Items	Description
S1	86900	(REMOTE OR DISTANT OR FARAWAY OR AWAY) (5N) (INFORMATION OR - INFO OR MATERIAL?? OR DATA OR CONTENT?? OR ENTITY OR ENTITIES OR BUSINESS??) OR WEBPAGE?? OR WEBSITE?? OR WEB() (PAGE?? OR SITE??) OR URL OR URLS OR UNIFORM(2N) LOCATOR??
S2	325118	CONTEXT? OR S1(5N) (SPECIFIC? OR RELAT???? OR INTERRELAT???? OR CONNECT???? OR ASSOCIAT? OR LINK??? OR CORRELAT? OR BASED)
S3	907343	AD OR ADS OR ADVERT? OR COMMERCIAL? OR COUPON?? OR PROMOTION?? OR VOUCHER?? OR ANNOUNCEMENT??
S4	13451	S3(10N) (RULE OR RULES OR INSTRUCTION OR INSTRUCTIONS OR COMMAND OR COMMANDS OR STANDARD OR STANDARDS OR GUIDELINE OR GUIDELINES)
S5	1953007	(USER OR CLIENT OR WIRELESS OR NETWORK OR INTERACTIVE) (5N) - DEVICE?? OR PC OR PCS OR COMPUTER?? OR PDA OR PDAS OR PIM OR PIMS OR PID OR PIDS OR PMA OR PMAS OR (PERSONAL OR PRIVATE OR PORTABLE OR POCKET) (2N) (ASSISTANT? OR ORGANIZER? OR DEVICE? OR MANAGER??) OR CELLPHONE?? OR PHONE?? OR PALM() (PILOT?? OR TOP OR TOPS) OR SMARTPHONE?? OR BLACKBERRY? OR IPHONE OR IPHONES - OR ITOUCH??
S6	208501	(ADJUST????? OR CHANGE??? OR ALTER??? OR ALTERATION?? OR MODIFY??? OR MODIFY?? OR MODIFICATION?? OR ADAPT? OR ARRANGE?) (-S) (DISPLAY OR DISPLAYS OR SCREEN OR SCREENS OR WINDOW OR WINDOWS OR POPUP?? OR POP() (UP OR UPS) OR AREA??)
S7	60709	(LOCAL? OR PLACE OR PLACES OR LOCATION?) (5N) (DETERMINE? OR - CALCULATE? OR FIGURE? OR ASCERTAIN? OR ESTABLISH? OR DECIDE???)
S8	50	S2 AND S4 AND S5
S9	1549	S2 AND S3 AND S5
S10	13	S9 AND S7
S11	59	S9 AND S6
S12	4160	(X OR Y) (X) (AXIS OR AXES)
S13	88686	TIME(5N) DELAY??? OR POSTPONE?
S14	0	S11 AND (S12 OR S13)
S15	63	S8 OR S10

S16 47 S15 NOT S15/2004:2009
S17 47 RD (unique items)

17/5/3 (Item 1 from file: 475)

DIALOG(R)File 475:Wall Street Journal Abs
(c) 2009 The New York Times. All rts. reserv.
08059109 NYT Sequence Number: 000000000426
NEW GIZMOS ALERT MARKETERS WHEN ADS PIQUE A CONSUMER'S INTEREST
ROSE, MATTHEW; KRANHOLD, KATHRYN
Wall Street Journal, Col. 2, Pg. 1, Sec. B
Wednesday April 26 2000
DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English
RECORD TYPE: Abstract

ABSTRACT:

Companies including Digimarc Corp and DigitalConvergence Inc are offering new digital marketing technologies that could set a new **standard** in the accurate measurement of **advertising** effectiveness in magazines; beginning this autumn, magazines including Forbes and GQ will plant bar codes in ads which, when scanned with a hand-held device, can whisk a reader directly to **specifically** tailored **Web sites**; photo (L)

SPECIAL FEATURES: Photo

COMPANY NAMES: DIGIMARC CORP; DIGITALCONVERGENCE INC; FORBES (MAGAZINE); GENTLEMEN'S QUARTERLY (MAGAZINE)

DESCRIPTORS: ADVERTISING; **COMPUTERS** AND THE INTERNET; MAGAZINES; BAR CODES

PERSONAL NAMES: ROSE, MATTHEW; KRANHOLD, KATHRYN

17/5/28 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC
(c) 2009 Institution of Electrical Engineers. All rts. reserv.
08456122 INSPEC Abstract Number: C2002-12-7170-024
Title: Tolerating changes in a design psychology based web page wrapper
Author(s): Yang Li; Zhan Cui; Hongji Yang; Jiaou, H.C.
Author Affiliation: Intelligent Systems Lab, BTextact Technol., UK
Conference Title: Proceedings 26th Annual International Computer Software and Applications p.399-404
Publisher: IEEE Comput. Soc, Los Alamitos, CA, USA
Publication Date: 2002 Country of Publication: USA xxiii+1183 pp.
ISBN: 0 7695 1727 7 Material Identity Number: XX-2002-02744
U.S. Copyright Clearance Center Code: 0-7695-1727-7/02/\$17.00
Conference Title: Proceedings of 26th Annual International Computer Software and Applications
Conference Date: 26-29 Aug. 2002 Conference Location: Oxford, UK
Language: English Document Type: Conference Paper (PA)
Treatment: Practical (P)
Abstract: We introduce an innovative approach to wrapping semi-structured web pages in order to generate structured data. Unlike other work in this area that is based on physically specifying the location of information, our approach is based on human design psychology that captures more stable features in web pages, which we believe renders a more robust result in

copied with changes in the web pages. In this paper, we focus on the product advertisement domain, and a set of design psychology principles for product **advertisement** is presented and used to design the wrapping **rules**. A case study in the mobile **phone advertisement** domain is used to evaluate this approach. (21 Refs)

Subfile: C

Descriptors: advertising data processing; data mining; electronic commerce; information resources; Internet; psychology

Identifiers: web page wrapper; structured data; human design psychology; product advertisement; wrapping rules; domain knowledge extraction

Class Codes: C7170 (Marketing computing); C7210N (Information networks); C1290P (Systems theory applications in social science and politics); C6130 (Data handling techniques)

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17/5/30 (Item 3 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2009 Institution of Electrical Engineers. All rts. reserv.

08293581 INSPEC Abstract Number: B2002-07-6210L-115, C2002-07-5620W-055

Title: Location-based VAS: killer applications for the next-generation mobile Internet

Author(s): Mihovska, A.; Pereira, J.M.

Author Affiliation: CPK, Aalborg Univ., Denmark

Conference Title: 12th IEEE International Symposium on Personal, Indoor and Mobile Radio Communications. PIMRC 2001. Proceedings (Cat. No.01TH8598) Part vol.1 p.B-50-4 vol.1

Publisher: IEEE, Piscataway, NJ, USA

Publication Date: 2001 Country of Publication: USA 2 vol.xxvii+1083 pp.

ISBN: 0 7803 7244 1 Material Identity Number: XX-2001-02542

U.S. Copyright Clearance Center Code: 0-7803-7244-1/01/\$10.00

Conference Title: 12th IEEE International Symposium on Personal, Indoor and Mobile Radio Communications. PIMRC 2001. Proceedings

Conference Date: 30 Sept.-3 Oct. 2001 Conference Location: San Diego, CA, USA

Medium: Also available on CD-ROM in PDF format

Language: English Document Type: Conference Paper (PA)

Treatment: Applications (A)

Abstract: The reach and scope of **commercial** (and private) wireless system is expanding at fast pace. Third-generation mobile communication systems (IMT-2000 and Universal Mobile Telecommunication System, UMTS) will deliver voice, graphic, video, and other broadband information directly to the user, regardless of location, network, or terminal. Fourth generation systems promise to extend this even further, providing integrated, seamless services over heterogeneous networks, with higher spectral efficiency and at lower price. The concept of **context** -awareness involves, to start with, the need to **determine** and deliver the geographic **location** of **wireless** terminals and **devices** to provide the personalized, customized service the user wants. Most of the currently proposed positioning solutions address specific wireless technologies and short-term market requirements and lack interoperability, simplicity, long-term evolution paths and sometimes the support of major manufacturers and operators. On the other hand, while **user devices** and interfaces have progressed, Internet transport and communications architecture still utilize legacy solutions and protocols that are often the real cause of traffic congestion and

security problems. This paper examines the drivers and issues surrounding the development of mobile Internet-based services and the availability of location information from the wireless networks, independent of their air interfaces and positioning technologies, including the requirements for security, billing, and interoperability, in the **context** of a comparative analysis of existing and proposed location-positioning technologies and systems. Based on this survey, personalized, **context**-aware and location-based value-added services (VAS) emerge as an essential ingredient of the killer application cocktail for the next-generation Internet. (12 Refs)

Subfile: B C

Descriptors: broadband networks; cellular radio; Internet; personal communication networks; radio direction-finding; security of data; telecommunication security; telecommunication services; telecommunication traffic

Identifiers: location-based VAS; next-generation mobile Internet; wireless system; third-generation mobile communication systems; IMT-2000; Universal Mobile Telecommunication System; UMTS; broadband information delivery; fourth generation systems; heterogeneous networks; spectral efficiency; **context**-awareness; customized service; positioning solutions; wireless technologies; short-term market requirements; **user devices**; user interfaces; Internet transport architecture; communications architecture; legacy solutions; protocols; traffic congestion; security problems; air interfaces; location-positioning technologies; location-positioning systems; personalized services; value-added services

Class Codes: B6210L (Computer communications); B6250F (Mobile radio systems); B6330 (Radionavigation and direction finding); C5620W (Other computer networks); C6130S (Data security)

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17/5/34 (Item 7 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2009 Institution of Electrical Engineers. All rts. reserv.

07370361 INSPEC Abstract Number: C1999-11-6150J-011

Title: Command management system for next-generation user input

Author(s): Tsai, M.; Reiher, P.; Popek, G.J.

Author Affiliation: Dept. of Comput. Sci., California Univ., Los Angeles, CA, USA

Conference Title: Proceedings of the Seventh Workshop on Hot Topics in Operating Systems p.179-84

Publisher: IEEE Comput. Soc, Los Alamitos, CA, USA

Publication Date: 1999 Country of Publication: USA xxxi+197 pp.

ISBN: 0 7695 0237 7 Material Identity Number: XX-1999-00707

U.S. Copyright Clearance Center Code: 0 7695 0237 7/99/\$10.00

Conference Title: Proceedings of HotOS-VII: 7th Workshop on Hot Topics in Operating Systems

Conference Sponsor: IEEE Comput. Soc Tech. Committee on Oper. Syst. (TCOS); AT&T Labs.; Compaq Corp.; HP Labs.; IBM Res.; Microsoft Res

Conference Date: 29-30 March 1999 Conference Location: Rio Rico, AZ, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Practical (P)

Abstract: Next generation user input and sensor technologies (such as speech, handwriting, vision, and physical location) present new possibilities for adaptable easy-to-use commands. These input modalities

also present problems of noise and ambiguity, for which current "ad hoc" command processing services (e.g., undo) are often inconsistent and insufficient. Applications should work with sensor processors to interpret context-sensitive commands and to prevent irreversible errors. Moreover, sensor processor performance can increase with preknowledge about expected commands, from application designers or from real time analysis of user behavior. These observations suggest that operating system services for analyzing and refining user commands may be important for enabling robust, versatile human computer dialogue systems. We propose a context-sensitive command management system as a cornerstone for next-generation user input services. (7 Refs)

Subfile: C

Descriptors: interactive systems; operating systems (computers); real-time systems; user interfaces

Identifiers: command management system; next-generation user input; sensor technologies; adaptable easy-to-use commands; input modalities; ad hoc command processing services; context-sensitive commands; irreversible errors; sensor processor performance; expected commands; application designers; real time analysis; user behavior; operating system services; user commands; versatile human computer dialogue systems; context-sensitive command management system

Class Codes: C6150J (Operating systems); C6180 (User interfaces)

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17/5/36 (Item 9 from file: 2)

DIALOG(R)File 2:INSPEC

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07156173 INSPEC Abstract Number: C1999-03-7210N-019

Title: Commercializing the Internet

Author(s): Greenstein, S.

Journal: IEEE Micro vol.18, no.6 p.6-7

Publisher: IEEE,

Publication Date: Nov.-Dec. 1998 Country of Publication: USA

CODEN: IEMIDZ ISSN: 0272-1732

SICI: 0272-1732(199811/12)18:6L:6:CI;1-B

Material Identity Number: A955-1999-001

U.S. Copyright Clearance Center Code: 0272-1732/98/\$10.00

Language: English Document Type: Journal Paper (JP)

Treatment: General, Review (G)

Abstract: The "commercialization of the Internet" is shorthand for three nearly simultaneous events. They are the removal of restrictions by the National Science Foundation over the use of the Internet for commercial purposes, the founding of Netscape, and the rapid entry of tens of thousands-perhaps hundreds of thousands-of firms into commercial ventures using technologies that employ the suite of TCP/IP standards. These events have now turned every PC into a potential client for Internet applications. The explosion of activity in 1994-95 caught many mainstream and potential market participants by surprise. Until then, the Internet simply failed to make the radar screens of many legal and commercial futurists in the computing and telecommunications industry. For example, as has been widely noted (in the context of antitrust scrutiny), TCP/IP received almost no attention in Bill Gates' 1995 book, The Road Ahead, which ostensibly provided a detailed look at Microsoft's vision of the future. As another example, the US 1995 Telecommunications Act, the first major overhaul of federal regulation for the communications industry in 60

years, mentions the Internet only once. This occurred even though this piece of legislation is over 1,000 pages long and was the subject of several years' worth of lobbying from all the major incumbent telecommunications firms. What happened and why? Enough time has passed for us to look at these events from a distance. Several coincident events led to this unexpected explosion. Understanding this past also helps us understand why the future may be very different. (0 Refs)

Subfile: C
Descriptors: Internet; transport protocols
Identifiers: Internet; commercialization; Netscape; TCP/IP standards;
Internet applications; antitrust scrutiny
Class Codes: C7210N (Information networks); C5640 (Protocols); C6150N (Distributed systems software)
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17/5/39 (Item 12 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2009 Institution of Electrical Engineers. All rts. reserv.
06069663 INSPEC Abstract Number: B9511-7210B-017, C9511-7410H-019

Title: Methodologies in user interface design

Author(s): Landseadel, P.

Author Affiliation: GDE Syst. Inc., San Diego, CA, USA

Journal: IEEE Aerospace and Electronics Systems Magazine vol.10, no.8
p.15-20

Publication Date: Aug. 1995 Country of Publication: USA

CODEN: IESMEA ISSN: 0885-8985

U.S. Copyright Clearance Center Code: 0885-8985/95/\$4.00

Language: English Document Type: Journal Paper (JP)

Treatment: General, Review (G); Practical (P)

Abstract: Software applications that require a high learning curve, a mountain of documentation, and weeks of training should be things of the past. Today's applications need to be simple to learn and to use. The human/ **computer** interface should be intuitive and consistent. **Context** sensitive help should be available to keep the user on track. This paper provides some **guidelines** for taking **commercial** world concepts and applying them to the Automatic Test Equipment world. Examples included are from the Integrated Maintenance Information System (IMIS). (7 Refs)

Subfile: B C

Descriptors: automatic test equipment; human factors; maintenance engineering; user interfaces

Identifiers: user interface design; human/ **computer** interface; intuitive interface; **context** sensitive help; automatic test equipment; Integrated Maintenance Information System; IMIS

Class Codes: B7210B (Automatic test and measurement systems); B0160 (Plant engineering, maintenance and safety); C7410H (Computerised instrumentation); C6180 (User interfaces)

Copyright 1995, IEE

17/5/44 (Item 17 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2009 Institution of Electrical Engineers. All rts. reserv.
04820217 INSPEC Abstract Number: C91015872

Title: APRIL: a processor architecture for multiprocessing

Author(s): Agarwal, A.; Lim, B.-H.; Kranz, D.; Kubiawicz, J.
 Author Affiliation: Lab. for Comput. Sci., MIT, Cambridge, MA, USA
 Conference Title: Proceedings. The 17th Annual International Symposium on
 Computer Architecture (Cat. No.90CH2887-8) p.104-14
 Publisher: IEEE Comput. Soc. Press, Los Alamitos, CA, USA
 Publication Date: 1990 Country of Publication: USA xv+378 pp.
 ISBN: 0 8186 2047 1
 U.S. Copyright Clearance Center Code: CH2887-8/90/0000-0104\$1.00
 Conference Sponsor: IEEE; ACM
 Conference Date: 28-31 May 1990 Conference Location: Seattle, WA, USA
 Language: English Document Type: Conference Paper (PA)
 Treatment: Practical (P)
 Abstract: The architecture of a rapid- **context** -switching processor called APRIL, with support for fine-grain threads and synchronization, is described. APRIL achieves high single-thread performance and supports virtual dynamic threads. A **commercial** reduced- **instruction** -set- **computer** -(RISC-) based implementation of APRIL and a run-time software system that can switch **contexts** in about 10 cycles are described. Measurements taken for several parallel applications on an APRIL simulator show that the overhead for supporting parallel tasks based on futures is reduced by a factor of 2 over a corresponding implementation on the Encore Multimax. The scalability of a multiprocessor based on APRIL is explored using a performance model. The authors show that the SPARC-based implementation of APRIL can achieve close to 80% processor utilization with as few as three resident threads per processor in a large-scale cache-based machine with an average base network latency of 55 cycles. (27 Refs)
 Subfile: C
 Descriptors: parallel architectures; parallel machines; synchronisation
 Identifiers: rapid- **context** -switching processor; APRIL; fine-grain threads; synchronization; virtual dynamic threads; Encore Multimax; SPARC-based implementation; cache-based machine; network latency
 Class Codes: C5220 (Computer architecture); C5440 (Multiprocessor systems and techniques)

17/5/46 (Item 19 from file: 2)
 DIALOG(R)File 2:INSPEC
 (c) 2009 Institution of Electrical Engineers. All rts. reserv.
 03523874 INSPEC Abstract Number: C85046949
Title: Library promotion by computer
 Author(s): Malley, I.
 Author Affiliation: Pilkington Libr., Univ. of Technol., Loughborough, UK
 Journal: IATUL Proceedings vol.17 p.31-7
 Publication Date: 1985 Country of Publication: Sweden
 CODEN: IATPAQ ISSN: 0018-8476
 Conference Title: International Seminar on User Education in the Online Age II
 Conference Date: 30 July-2 Aug. 1984 Conference Location: Delft, Netherlands
 Language: English Document Type: Conference Paper (PA); Journal Paper (JP)
 Treatment: Practical (P)
 Abstract: The paper discusses the current and future use of the **computer** in the promotion of the resources and services of academic libraries. The **computer** is first of all considered alongside other modes of **promotion** and **instruction** used in the field of teaching of information skills. The

purely administrative and managerial problems associated with **computer** technology (cost, software availability, etc.) are also discussed. There is consideration of the relative advantages of using mainframe **computers**, minicomputers and microcomputers. The use of the **computer** as a promotional tool is then discussed in the **context** of the **computer**'s other uses in the library, namely to access the library catalogue, to access inhouse on-line information services, as a current awareness device, as well as a means of access to external, commercial bibliographic and non-bibliographic databases. The question is then considered, to what degree can library **promotion** and orientation by extended to provide in-depth **instruction** in the use of reference and information sources. The potential for a nationally integrated campaign of library promotion by **computer** is investigated. Finally, the **computer**'s potential for getting almost automatic data on the user's responses, satisfaction, learning success, etc. is examined, based on the nature of existing programs. (3 Refs)

Subfile: C

Descriptors: education; information services; libraries; teaching
 Identifiers: instruction; teaching; information skills; managerial problems; mainframe **computers**; minicomputers; microcomputers; promotional tool; library catalogue; information services; current awareness device; library promotion; nationally integrated campaign
 Class Codes: C7210 (Information services and centres)

B. NPL Files, Full-text

File 610:Business Wire 1999-2009/Apr 24
 (c) 2009 Business Wire.
 File 613:PR Newswire 1999-2009/Apr 24
 (c) 2009 PR Newswire Association Inc
 File 634:San Jose Mercury Jun 1985-2009/Apr 22
 (c) 2009 San Jose Mercury News
 File 810:Business Wire 1986-1999/Feb 28
 (c) 1999 Business Wire
 File 813:PR Newswire 1987-1999/Apr 30
 (c) 1999 PR Newswire Association Inc
 File 20:Dialog Global Reporter 1997-2009/Apr 23
 (c) 2009 Dialog
 File 9:Business & Industry(R) Jul/1994-2009/Apr 22
 (c) 2009 Gale/Cengage
 File 15:ABI/Inform(R) 1971-2009/Apr 24
 (c) 2009 ProQuest Info&Learning
 File 16:Gale Group PROMT(R) 1990-2009/Apr 02
 (c) 2009 Gale/Cengage
 File 148:Gale Group Trade & Industry DB 1976-2009/Apr 10
 (c) 2009 Gale/Cengage
 File 160:Gale Group PROMT(R) 1972-1989
 (c) 1999 The Gale Group
 File 275:Gale Group Computer DB(TM) 1983-2009/Mar 30
 (c) 2009 Gale/Cengage
 File 621:Gale Group New Prod.Annou.(R) 1985-2009/Mar 20
 (c) 2009 Gale/Cengage

File 636:Gale Group Newsletter DB(TM) 1987-2009/Apr 03
(c) 2009 Gale/Cengage

File 624:McGraw-Hill Publications 1985-2009/Apr 24
(c) 2009 McGraw-Hill Co. Inc

File 477:Irish Times 1999-2009/Apr 24
(c) 2009 Irish Times

File 710:Times/Sun.Times(London) Jun 1988-2009/Apr 22
(c) 2009 Times Newspapers

File 711:Independent(London) Sep 1988-2006/Dec 12
(c) 2006 Newspaper Publ. PLC

File 756:Daily/Sunday Telegraph 2000-2009/Apr 23
(c) 2009 Telegraph Group

File 757:Mirror Publications/Independent Newspapers 2000-2009/Apr 23
(c) 2009

File 387:The Denver Post 1994-2009/Apr 22
(c) 2009 Denver Post

File 471:New York Times Fulltext 1980-2009/Apr 24
(c) 2009 The New York Times

File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
(c) 2002 Phoenix Newspapers

File 494:St LouisPost-Dispatch 1988-2009/Apr 23
(c) 2009 St Louis Post-Dispatch

File 631:Boston Globe 1980-2009/Apr 23
(c) 2009 Boston Globe

File 633:Phil.Inquirer 1983-2009/Apr 24
(c) 2009 Philadelphia Newspapers Inc

File 638:Newsday/New York Newsday 1987-2009/Apr 24
(c) 2009 Newsday Inc.

File 640:San Francisco Chronicle 1988-2009/Apr 23
(c) 2009 Chronicle Publ. Co.

File 641:Rocky Mountain News Jun 1989-2009/Jan 16
(c) 2009 Scripps Howard News

File 702:Miami Herald 1983-2009/Apr 23
(c) 2009 The Miami Herald Publishing Co.

File 703:USA Today 1989-2009/Apr 23
(c) 2009 USA Today

File 704:(Portland)The Oregonian 1989-2009/Apr 23
(c) 2009 The Oregonian

File 713:Atlanta J/Const. 1989-2009/Mar 08
(c) 2009 Atlanta Newspapers

File 714:(Baltimore) The Sun 1990-2009/Apr 19
(c) 2009 Baltimore Sun

File 715:Christian Sci.Mon. 1989-2009/Apr 21
(c) 2009 Christian Science Monitor

File 725:(Cleveland)Plain Dealer Aug 1991-2009/Apr 23
(c) 2009 The Plain Dealer

File 735:St. Petersburg Times 1989- 2009/Apr 22
(c) 2009 St. Petersburg Times

File 635:Business Dateline(R) 1985-2009/Apr 22
(c) 2009 ProQuest Info&Learning

File 47:Gale Group Magazine DB(TM) 1959-2009/Apr 14
(c) 2009 Gale/Cengage

File 570:Gale Group MARS(R) 1984-2009/Apr 02
(c) 2009 Gale/Cengage

Set	Items	Description
S1	18878319	(REMOTE OR DISTANT OR FARAWAY OR AWAY) (5N) (INFORMATION OR -

INFO OR MATERIAL?? OR DATA OR CONTENT?? OR ENTITY OR ENTITIES
OR BUSINESS??) OR WEBPAGE?? OR WEBSITE?? OR WEB() (PAGE?? OR S-
ITE??) OR URL OR URLS OR UNIFORM(2N) LOCATOR??

S2 2885840 CONTEXT? OR S1(5N) (SPECIFIC? OR RELAT???? OR INTERRELAT????
OR CONNECT???? OR ASSOCIAT? OR LINK??? OR CORRELAT? OR BASED)

S3 31534901 AD OR ADS OR ADVERT? OR COMMERCIAL? OR COUPON?? OR PROMOTI-
ON?? OR VOUCHER?? OR ANNOUNCEMENT??

S4 516946 S3(10N) (RULE OR RULES OR INSTRUCTION OR INSTRUCTIONS OR CO-
MMAND OR COMMANDS OR STANDARD OR STANDARDS OR GUIDELINE OR GU-
IDELINES)

S5 23272876 (USER OR CLIENT OR WIRELESS OR NETWORK OR INTERACTIVE) (5N)-
DEVICE?? OR PC OR PCS OR COMPUTER?? OR PDA OR PDAS OR PIM OR -
PIMS OR PID OR PIDS OR PMA OR PMAS OR (PERSONAL OR PRIVATE OR
PORTABLE OR POCKET) (2N) (ASSISTANT? OR ORGANIZER? OR DEVICE? OR
MANAGER??) OR CELLPHONE?? OR PHONE?? OR PALM() (PILOT?? OR TOP
OR TOPS) OR SMARTPHONE?? OR BLACKBERRY? OR IPHONE OR IPHONES -
OR ITOUCH??

S6 985586 (ADJUST???? OR CHANGE?? OR ALTER?? OR ALTERATION?? OR MO-
DIFY?? OR MODIFY?? OR MODIFICATION?? OR ADAPT? OR ARRANG?) (-
10N) (DISPLAY OR DISPLAYS OR SCREEN OR SCREENS OR WINDOW OR WI-
NDOWS OR POPUP?? OR POP() (UP OR UPS) OR AREA??)

S7 676065 (LOCAL? OR PLACE OR PLACES OR LOCATION?) (5N) (DETERMIN? OR -
CALCULAT? OR FIGUR? OR ASCERTAIN? OR ESTABLISH? OR DECID???)

S8 14337 (X OR Y) () (AXIS OR AXES)

S9 1133571 TIME(5N) DELAY?? OR POSTPON?

S10 65 S2(15N) S3(30N) S5(30N) S7

10/3,K/3 (Item 2 from file: 613)
DIALOG(R) File 613: PR Newswire
(c) 2009 PR Newswire Association Inc. All rts. reserv.
01034697 20030909PHTU006 (USE FORMAT 7 FOR FULLTEXT)
RhodoDrive.com Launch
PR Newswire
Tuesday, September 9, 2003 07:45 EDT
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 519

TEXT:

...came to him. He wanted to find someone locally, but all he had were outdated **phone** books that lacked the right information. He turned to the Internet to find what he was looking for

-- and wound up even more frustrated.

"There was no central, Rhode Island-based **Web site** where I could get enough details or references about a contractor to be comfortable paying someone \$5,000," Finnegan explained. "I spent hours searching national directories, online **phone** books, and huge mega sites, and most either lacked local listings completely or had nothing...
...number." Those that did include local listings, Finnegan discovered, appeared to be nothing more than **advertising** fronts with no substance or interest in **local** business. So he **decided** to develop a directory with detailed information about member businesses -- and RhodoDrive.com was born...

10/3,K/5 (Item 1 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2009 Dialog. All rts. reserv.

62804529 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Trinity Mirror plans local web network

GUARDIAN UNLIMITED

March 12, 2008

JOURNAL CODE: WGUU LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 348

... for different market segments.

The hyper local online offerings are a layer under existing classified **advertising** and news **websites linked** to Trinity Mirror's existing newspapers and attract additional local **advertising**, Harvey said. "It is the most local you can get," she added.

But once a national network of hyper **local sites is established** Trinity Mirror could use them to target national **advertisers**.

Digital now accounts for 7% of Trinity Mirror regional revenues and 10% of profits, Harvey said.

<em class="bold">- To contact the MediaGuardian newsdesk email editor@mediaguardian.co.uk or **phone** 020 7239 9857. For all other inquiries please call the main Guardian switchboard on 020...

10/3,K/11 (Item 7 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2009 Dialog. All rts. reserv.

47079327 (USE FORMAT 7 OR 9 FOR FULLTEXT)

mTLD: Internet for mobiles "Switched On!" by dotmobi; mTLD announces guidelines to ensure best internet user experience with mobiles

M2 PRESSWIRE

February 09, 2006

JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 864

... Switch On! Web Browsing Guide may be found at www.mtld.mobi. mTLD expects the **commercial** version of the web browsing guide to be available in the third quarter of 2006...

...guides to support the development of the mobile data services.

mTLD's goal is to **establish** dotmobi as the natural **location** on the internet for **websites** and other internet-**based** services that have been designed to be accessed through a mobile **phone** or handheld device. Uniquely among internet names, the dotmobi suffix in website addresses will provide...

10/3,K/19 (Item 15 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2009 Dialog. All rts. reserv.

07605256 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Technor International Inc. Renamed "CellPoint Inc."

BUSINESS WIRE

October 06, 1999

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 732

... com and www.technorinc.com, but in the near future, the Technor site address will **link** directly into the CellPoint **website** .

CellPoint Inc. is a US company whose technology uses the Internet and cellular networks to **determine** physical **locations** of cellular **phones** and special purpose-designed cellular terminals. The positioning technology is similar to satellite-based Global Positioning Systems (GPS) but with the additional capability of **determining location** inside buildings, parking garages and other shielded areas such as inside a pocket or briefcase...

...than 200 million GSM subscribers worldwide.

The CellPoint system is currently the world's only **commercially** operational digital position-location technology; it is fully scalable, works with standard GSM phones and...

10/3,K/29 (Item 7 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2009 Gale/Cengage. All rts. reserv.

11965862 Supplier Number: 131274095 (USE FORMAT 7 FOR FULLTEXT)

Research and Markets: Location-based Services (LBS) are Predicted to

Finally Take Off Beginning in Late 2005 to Early 2006.

PR Newswire, pNA

April 8, 2005

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 302

... 2005 to early 2006. Many people do not understand the underlying technologies necessary to position **wireless devices** , render the raw positioning data into usable location information, manage location information, place the information into **context** through Geographic Information Systems (GIS), and the issues associated with the use of location information...

...This publication provides the reader with an easy to understand, step-by-step approach to **location determination** and management - crucial knowledge for exploiting location as a value-added service enabler for mobile...

...the reader with an excellent understanding of mobile positioning function and inter-workings for all **commercially** deployed **location determination** technologies. It also provides an understanding of all the technologies involved in location services, how...

10/3,K/32 (Item 10 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2009 Gale/Cengage. All rts. reserv.

07043318 Supplier Number: 57621421 (USE FORMAT 7 FOR FULLTEXT)

METASOUND'S WEBCASTER CASTS FOR MUSIC ON HOLD.

Grigonis, Richard

Computer Telephony, v6, n11, p62

Nov, 1998
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 395

... inqueue and retail environments. WebCaster is an intelligent device that "wakes up" at a pre- **determined** time to access a **local** ISP and **connects** to MetaSound's **website** .

Once **connected** to MetaSound, WebCaster identifies each unique customer and downloads customer and site-specific audio content files. The content may include customer specific **promotional** messages, vendor **advertising** "audio banners," breaking news, business stories, lifestyle commentary, and licensed music.

Unlike conventional message downloading...

...the customer location. Conventional update methods download from a central site over ordinary (and noisy) **phone** lines, often from a dealer location, to the customer premises, a technique that has a...

10/3,K/47 (Item 14 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c) 2009 Gale/Cengage. All rts. reserv.
16504547 SUPPLIER NUMBER: 110954035 (USE FORMAT 7 OR 9 FOR FULL TEXT)
45% of Technology Marketing Budgets to be Spent on Online Marketing in 2004
According to Research from Bitpipe and Sam Whitmore's Media Survey.

PR Newswire, NA
Dec 5, 2003
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 745 LINE COUNT: 00066

... a qualified audience of technology buyers through agreements with InformationWeek, eWeek, CIO Insight, Network Computing, **PC** Magazine, Forbes.com and over 70 other leading IT and business- **related websites** (<http://www.bitpipe.com/partners>).

About Sam Whitmore's Media Survey
Sam Whitmore's Media...

...analysis and consulting to PR agencies, media buyers and tech vendor marketing pros, helping them **decide** where to pitch articles and **place advertising** . SWMS services comprise a web site - featuring up-to-the-minute reporting, research and analysis...

10/3,K/48 (Item 15 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c) 2009 Gale/Cengage. All rts. reserv.
13203303 SUPPLIER NUMBER: 71579116 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Upgrading THE Online Ad Sale.

BERMAN, HELEN
Folio: the Magazine for Magazine Management, 30, 3, 61
March 1, 2001
ISSN: 0046-4333 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 3339 LINE COUNT: 00265

... product--and, by extension, the audience--the more sophisticated the choice of online advertising. A **computer** -game marketer, for example, is more likely to want pop-ups, interstitials, or other "rich..."

...marketing.

AdRelevance points out that business-to-business advertisers are the heaviest users of "form" **ads**, which include text boxes and drop-down menus instead of images. They're also among...

...fact, at B2B Works, which features 500 sites in 60 vertical business categories, only one **advertiser**, Nextel, has so far used streaming media to get its message across.

"If your audience..."

...from video and audio," says Vogel, "it isn't worth it for b-to-b **advertisers** to go down that path."

Context

Just as in print, the **location** of an online **ad** often **determines** the type of **ad** to put there. "A home page is like an inside front cover," says Terry Killgore...

10/3,K/49 (Item 16 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c) 2009 Gale/Cengage. All rts. reserv.
12512409 SUPPLIER NUMBER: 64702893 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Guidelines for Authoring Comprehensible Web Pages and Evaluating Their Success.

SPYRIDAKIS, JAN H.
Technical Communication, 47, 3, 359
August, 2000
ISSN: 0049-3155 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 17539 LINE COUNT: 01464

... businesses, their jobs, and their personal lives" (p. 126). An analysis of German versus American **advertisements** reveals a similar pattern: German **ads** cite more product specifications and are more precise than their American or French counterparts (Smith...)

...American countries failed to understand accounting information translated from English documents because "they lacked sufficient **contextual** and historical information" (p. 183). Even though South Americans are assumed to represent a "high- **context** " culture, capable of reading meaning from the implicit communication **context** and therefore not needing or desiring lots of explicit **contextual** information, the accountants wanted more examples and concrete details. (See Hall 1976 for more information on high versus low **context** cultures.)

Finally Web designers may want to **determine** the amount of information they **place** on individual Web pages by examining users' linguistic **contexts** (Gillette 1999). Gillette specifically points out that in some cultures people may share **computers**, print out pages for group discussion, or have limited time on the Internet. He suggests...

10/3,K/50 (Item 17 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c) 2009 Gale/Cengage. All rts. reserv.

09048932 SUPPLIER NUMBER: 18774249 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Let your browser do the walking. (GTE SuperPages Web-based directory services) (Company Business and Marketing)

Fryer, Bronwyn

InformationWeek, n601, p79(4)

Oct 14, 1996

ISSN: 8750-6874

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1785 LINE COUNT: 00145

... security standards become better established-is to issue "digital certificates," or encryption keys, to authorized **advertisers**. Marshall and Rosenberg say that will let **advertisers** change their own **ads** directly, as well as conduct payment and fulfillment transactions with their customers via SuperPages.

GTE plans many other new features to attract consumers and **advertisers**. Today, for instance, consumers can locate listed businesses using on-screen maps from Vicinity Corp...

...pizza restaurants within, say, five miles of their homes, and receive driving directions to those **locations**.

Marshall says that besides **establishing** GTE in cyberspace, the SuperPages provides **advertisers** with a cheap way to get onto the Web: SuperPages **advertisers** pay \$25 a month for a text **ad**, or \$35 a month plus setup charges for a basic display **ad**. If **advertisers** want to set up their own **Web site** with **links** to SuperPages, GTE refers them to authorized agents who will do the design; a site...

...starts at \$45 a month, plus setup charges.

Ironically, GTE's biggest hurdle is attracting **advertisers** that will fully exploit SuperPages' rich features; succeeding at this will make the directory site...

...says Bill Bass, a senior analyst at Forrester Research in Cambridge, Mass. Bass says California **phone** company Pacific Bell created a strong site by aggressively pursuing advertisers in a limited area...

10/3,K/62 (Item 4 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2009 Gale/Cengage. All rts. reserv.

03614101 Supplier Number: 47482525 (USE FORMAT 7 FOR FULLTEXT)

Content wins--but sets no precedent TotalNews suit settled

NewsInc, v9, n13, pN/A

June 23, 1997

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 778

... in the content providers' legal complaint is how TotalNews' links worked. Its own frame--and **advertising**--surrounded the content from the site it **linked** to, and the **URL** identified TotalNews' address, not that of the site whose content was onscreen.

When we last...

...the Internet remains a place where people can freely link, or whether it becomes a **place** where corporations can sue and **decide** how the rules are written." But the settlement reflects the view of the plaintiffs, not...

...directly or indirectly cause any plaintiff's Web site to appear on a user's **computer** screen with any material (e.g. Universal Resource Locator (URL), text, graphics, pop-up window...

10/3,K/64 (Item 1 from file: 47)
DIALOG(R)File 47:Gale Group Magazine DB(TM)
(c) 2009 Gale/Cengage. All rts. reserv.
05880531 SUPPLIER NUMBER: 64702893 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Guidelines for Authoring Comprehensible Web Pages and Evaluating Their Success.
SPYRIDAKIS, JAN H.
Technical Communication, 47, 3, 359
August, 2000
ISSN: 0049-3155 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 17539 LINE COUNT: 01464

... businesses, their jobs, and their personal lives" (p. 126). An analysis of German versus American **advertisements** reveals a similar pattern: German **ads** cite more product specifications and are more precise than their American or French counterparts (Smith...

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